



ANNUAL REPORT
2000-01



SPECIAL BROADCASTING SERVICE

SBS was established as an independent statutory authority on 1 January 1978 under the Broadcasting Act 1942. The *Special Broadcasting Service Act 1991* (Cwlth) came into effect on 23 December 1991 and established SBS as a corporation. The Minister responsible is the Minister for Communications, Information Technology and the Arts, Senator The Honourable Richard Alston.

CHARTER

The functions which Parliament has prescribed for SBS are set out in the Charter of the Corporation (section 6 of the *Special Broadcasting Service Act 1991*) and are:

- (1) The principal function of the SBS is to provide multilingual and multicultural radio and television services that inform, educate and entertain all Australians, and, in doing so, reflect Australia's multicultural society.
- (2) The SBS, in performing its principal function, must:
 - (a) contribute to meeting the communications needs of Australia's multicultural society, including ethnic, Aboriginal and Torres Strait Islander communities; and
 - (b) increase awareness of the contribution of a diversity of cultures to the continuing development of Australian society; and
 - (c) promote understanding and acceptance of the cultural, linguistic and ethnic diversity of the Australian people; and
 - (d) contribute to the retention and continuing development of language and other cultural skills; and
 - (e) as far as practicable, inform, educate and entertain Australians in their preferred languages; and
 - (f) make use of Australia's diverse creative resources; and
 - (g) contribute to the overall diversity of Australian television and radio services, particularly taking into account the contribution of the Australian Broadcasting Corporation and the community broadcasting sector; and
 - (h) contribute to extending the range of Australian television and radio services, and reflect the changing nature of Australian society, by presenting many points of view and using innovative forms of expression.

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THE VOICE AND THE VISION OF MULTICULTURAL AUSTRALIA

SBS is a national multicultural and multilingual broadcaster unique in the world. SBS Television, which broadcasts in more than 60 languages, reaches a potential audience of about 19 million Australians. SBS Radio is the world's most linguistically diverse radio network, broadcasting a total of 650 hours of programs each week in 68 languages on a five signal service.

The radio network began in 1975 with two fledgling radio stations – 2EA in Sydney and 3EA in Melbourne – broadcasting four hours a day in seven and eight languages respectively. It was a three-month experiment in multilingual broadcasting confined to Australia's two largest cities. SBS Radio today broadcasts 24 hours a day, seven days a week, on AM and FM frequencies in Sydney and Melbourne and is heard Australia-wide on a national signal that reaches all capital cities and many regional centres.

SBS Television began in 1980 and it too started first in Sydney and Melbourne. Gradually other cities as well as regional and rural centres joined the network and it is now viewed by more than six million Australians each week. More than half of all programs are in languages other than English. These programs are made accessible to all Australians through the use of English language subtitles. With more than 400 international and local program sources, SBS Television draws upon the largest range of source material of any television network in the world.

SBS Online provides text and audio-on-demand services in more than 60 languages. It extends and enhances SBS's television and radio programming and also produces original content, including comprehensive Australian and international news reports, innovative youth programming and Australia's most popular soccer web site.

SBS VISION STATEMENT

SBS – Uniting and enriching our society by creatively communicating the values, the voices and the visions of multicultural Australia and the contemporary world.

Report of Operations 2000–01



CHAIRMAN'S LETTER TO THE MINISTER

Senator, the Honourable Richard Alston
Minister for Communications, Information Technology and the Arts

Dear Minister,

On behalf of the SBS Board, I am pleased to present the SBS Annual Report for 2000-01 in accordance with the requirements of section nine and schedule one of the Commonwealth Authorities and Companies Act 1997 and section 73 of the Special Broadcasting Service Act 1991.

The Report demonstrates SBS's performance against the SBS Corporate Plan. In particular, it details the programming provided by Television, Radio and New Media and the reaction of our audiences. We also report on SBS's relations and interaction with Government, the community and stakeholders, and the manner in which we have organised our human, financial and technical resources, including new transmission arrangements.

In accordance with the requirements of the Commonwealth Authorities and Companies Order 1998, SBS reports that there were no relevant judicial decisions and reviews by outside bodies or any ministerial directions under the Commonwealth Authorities and Companies Act 1997. SBS did provide submissions to Federal Parliament and to the Australian Broadcasting Authority on a number of issues relating to broadcasting policy, digital television legislation and implementation, new funding initiatives, and anti-siphoning regulations. The Corporation also submitted a tender to provide Australia television services to the Asia-Pacific region.

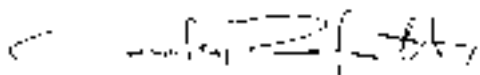
SBS continued its close association with community groups through direct consultation and regular participation in community events nationwide. The Community Advisory Committee met three times during the year and provided invaluable feedback. In a significant undertaking, SBS began a major research project into trends in multicultural Australia and the role of SBS. The project is expected to provide invaluable insights into people's attitude and could help influence the future direction of SBS programming.

The extension of SBS's analogue services to 77 new locations occurred as digital television services were progressively introduced to Australian cities. To prepare staff for the significant technical and production changes inherent in the move to digital technology, extensive training courses continued throughout the year.

In the final full year of the Certified Agreement, SBS consolidated its Performance Management Program as the key tool for promoting quality, recognising performance and implementing cultural change.

During the year, SBS's operations were reviewed through a series of internal audits. The results of all 17 audits were satisfactory, with recommendations for improvement brought to management's attention and acted upon. SBS continued its corporate governance policy of reviewing all relevant legislation and ensuring compliance. It also participated in four Australian National Audit Office 'benchmarking' studies and, in general, performed well.

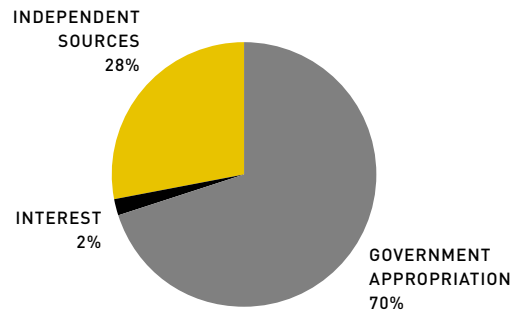
Yours sincerely



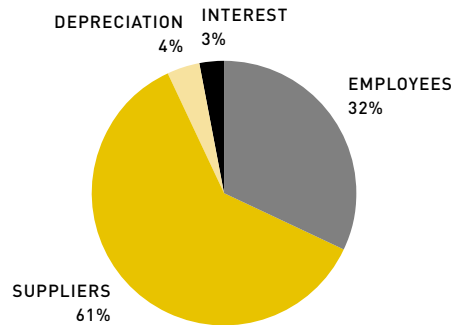
Carla Zampatti, Chairman

FINANCIAL SUMMARY

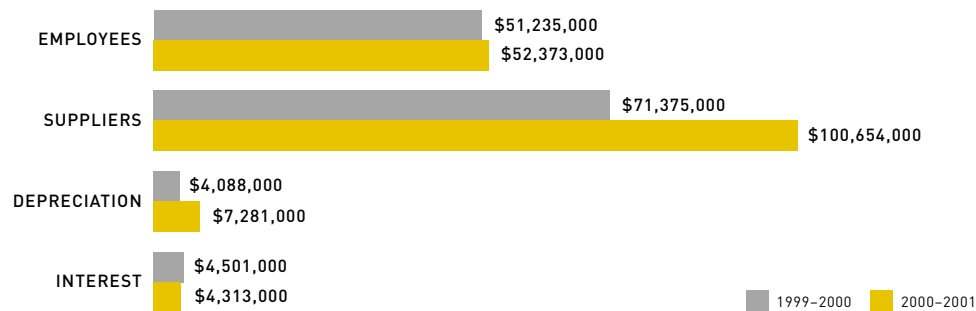
OPERATING REVENUE



EXPENDITURE BY CLASSIFICATION



EXPENDITURE BY CLASSIFICATION 1999-2000 / 2000-2001



BOARD OF DIRECTORS

CARLA ZAMPATTI AM – CHAIRMAN



Appointed 17 December 1999 for five years. Ms Zampatti is Executive Chairman of the Carla Zampatti Group and holds directorships with Westfield Holdings Limited and Mc Donald’s Australia Limited. She is also a Member of the Australian Graduate School of Management, Board of Management, a Trustee of the Sydney Theatre Company Foundation Trust, and a member of the Development Committee of the Sydney Theatre Company.

NEVILLE ROACH AO – NON-EXECUTIVE DIRECTOR AND DEPUTY CHAIRMAN



Appointed 31 August 1998 for three years. Mr Roach is Chairman of Fujitsu Australia. He is also an advisor to the global parent company, Fujitsu Limited of Japan. He is chairman or a member of a number of government bodies including Chairman of the Council for Multicultural Australia, the Business Migration Advisory Board and the Intelligent Island Board in Tasmania. He is also Chairman of the Australia-India Business Council. Other appointments include Director of OneSteel Limited and Adjunct Professor at the National Graduate School of Management at the Australian National University.

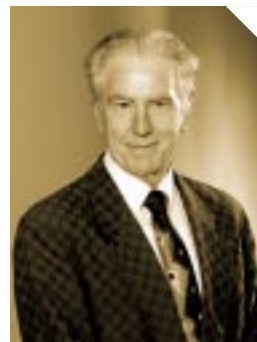
NYRA BENSIMON – NON-EXECUTIVE DIRECTOR



Appointed 15 April 1999 for three years. Ms Bensimon is Partner and Director of Shields Jewellers and Grahams Jewellers in South Australia. She is a prominent member of the Women’s International Zionist Organisation and actively involved in fundraising activities. Ms Bensimon maintains a strong association with the South Australian Migration Museum.

PETER CARROLL – NON-EXECUTIVE DIRECTOR

First appointed 20 December 1996 for three years and re-appointed for a further three-year term in December 1999. Mr Carroll is a graduate of Sydney and NSW Universities and of the Central School of Speech and Drama in London. He was Head of Voice and Speech at the National Institute of Dramatic Art from 1970–73 and then began an extensive performing career as a company member of Sydney’s Nimrod Theatre. He has worked in film and television and with all State and commercial theatre managements.



JOSEPH ELU – NON-EXECUTIVE DIRECTOR

Appointed 30 May 2001 for five years. Mr Elu is Chairman of Indigenous Business Australia (formerly CDC), a position he has held since December 1996. He is also Chairman of Seisia Council in Cape York, a member of the Torres Strait Regional Authority and the elected Chairman of the Board of IBIS in the Torres Straits. Mr Elu is also Co-Chairman of the Voluntary Services to Indigenous Communities Foundation, a member of the Board of Reconciliation Australia, and a Board member of the mining company, Walker Eltin Group Ltd.



TED GREGORY – NON-EXECUTIVE DIRECTOR

Appointed 15 April 1999 for four years. Mr Gregory is Chief Executive of AAV Australia, Pty Ltd, an electronic communications, production and manufacturing company serving the film, television and advertising industries; Chairman of Dubsat Pty Ltd, a company specialising in the satellite distribution of TV commercials; Director of Fibre Pty Ltd, a company that provides broadband network services to companies in the film and post-production industries; and Board member of Interact Events Pty Ltd, a Victorian Government-owned company responsible for staging the region’s largest Multi-Media Festival.

BOARD OF DIRECTORS

(CONTINUED)

MARTINE POP – NON-EXECUTIVE DIRECTOR

Appointed 15 April 1999 for three years. Ms Pop is a law graduate and post graduate of Paris Pantheon University (France). She has extensive risk management and corporate management experience in the Australian banking sector as an executive of a regional bank and later as a risk management/corporate governance consultant with one of the big five. She holds a number of non-executive director positions on the board of statutory authorities and private sector organisations.



GERALD STONE – NON-EXECUTIVE DIRECTOR

Appointed 1 December 2000 for five years. Mr Stone is an author and journalist with wide experience in both the print and television media. He is a former editor-in-chief of The Bulletin magazine and was founding executive producer of 60 Minutes on the Nine Network. He has also served as a senior current affairs executive with both the Seven Network and the Fox Network in New York. Born in the US, Mr Stone migrated to Australia in 1962.

NIGEL MILAN – MANAGING DIRECTOR

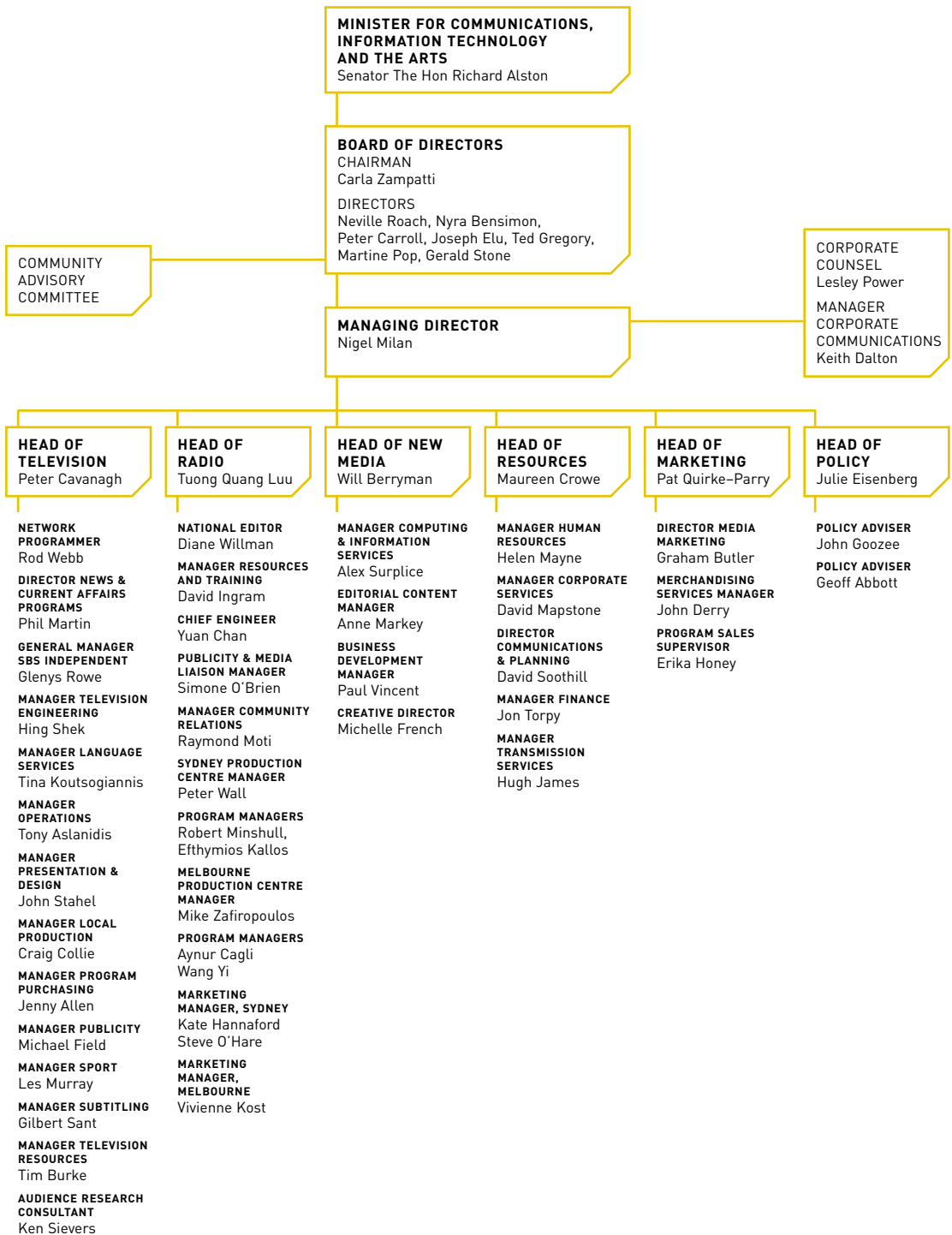
Appointed 2 February 1998 for five years. Mr Milan has a long association with broadcasting - public and commercial - and marketing. He was formerly Chief Executive of Australian Radio Network Ltd, one of Australia's largest commercial radio networks, and before that Chief Executive of Radio New Zealand. Mr Milan was previously Chief Executive of the Nine Network's Radio Division and Deputy General Manager of the Macquarie Network. He is a director of the Fred Hollows Foundation, a director of the Australian Chamber Orchestra and a member of the Advisory Board of the Walkley Awards.



BOARD ATTENDANCES – JULY 2000 TO JUNE 2001

The SBS Board met eight times during the year. Attendance is shown for the number of meetings available during the membership of each Board member. Ms Carla Zampatti: 8 of 8 meetings // Mr Neville Roach: 7 of 8 meetings // Nyra Bensimon: 8 of 8 meetings // Mr Peter Carroll: 7 of 8 meetings // Mr Ted Gregory: 8 of 8 meetings // Ms Martine Pop: 8 of 8 meetings // Mr Nigel Milan: 8 of 8 meetings // Mr Gerald Stone: 4 of 4 meetings (*commenced his five year term 1 December 2000*) // Mr Joseph Elu: 0 of 1 meeting (*commenced his five year term 30 May 2001*) // Mr Amareswar Galla: 4 of 4 meetings (*completed his three year term 10 November 2000*) // and Ms Trang Thomas: 3 of 4 meetings (*completed her three year term 10 November 2000*)

SBS ORGANISATION CHART 2000-01



Performance Report 2000-01

SBS and the Commonwealth have agreed on the following outcome for the Corporation's activities: *Provide multilingual and multicultural services that inform, educate and entertain all Australians, and, in doing so, reflect Australia's multicultural society.* The performance information in regard to the above outcome and related outputs is included in the following Performance Report 2000-01 and expanded throughout this Annual Report. Specific financial results are included in the financial statements.

The following Performance Report assesses performance against four achievement goals under the Corporation's current Corporate Plan 2001-03.

PROGRAMS AND AUDIENCES

1. **INCREASE OUR UNDERSTANDING OF CURRENT AND PROSPECTIVE AUDIENCES IN RESPECT OF:**
 - **DEMOGRAPHIC COMPOSITION (INCLUDING LISTENING AND VIEWING PATTERNS ACROSS PROGRAMS)**
 - **OPINIONS ABOUT SBS AND ITS PROGRAMMING**
 - **NEEDS; AND**
 - **EXPECTATIONS.**
2. **MANAGE THE DATA AND KNOWLEDGE THAT WE GATHER, AND THAT WE ALREADY HAVE, TO IDENTIFY GROUPS THAT ARE LOW USERS OF SBS SERVICES, NOTING THAT WOMEN AND YOUNG PEOPLE (PARTICULARLY SECOND- AND THIRD-GENERATION AUSTRALIANS FROM NON-ENGLISH-SPEAKING MIGRANT FAMILIES) HAVE ALREADY BEEN IDENTIFIED AS PRIORITIES.**

PERFORMANCE INDICATORS

(a) By December 2001, commissioning and completion of a major research project to examine trends in multicultural Australia and the role of SBS.

The Multicultural Research Project is well advanced. A literature review was completed by the Communications Law Centre in February 2001. From the research identified in the review, SBS's internal knowledge, and from discussions with leading academics, a model for a major national quantitative survey has been developed that will explore trends in multicultural Australia. The project objectives provide for an emphasis on trends across and within different sections of society, including across different generations of migrant families. The research will be completed by December 2001 and results will be published in the first half of 2002.

(b) Annual consolidated analysis of:

- **industry measures of audience ratings and reach;**
- **SBS-commissioned and other qualitative and quantitative audience research; and**
- **feedback from current sources (letters, calls, consultations).**

SBS Television provides an annual report of audience figures. Based on A.C. Nielsen 'people meter' data for 2000, more than 49% of 'people born overseas in a non-English-speaking country' watch SBS Television each week. This is significantly higher than for 'all people'. This trend has been confirmed by SBS-commissioned Quadrant Research which, since 1996, has surveyed the SBS Radio listening patterns of 41 language communities. In 2000-01, the Romanian, Armenian, Laotian, Tongan and Samoan language communities in Sydney and Melbourne were surveyed.

The Multicultural Research Project has drawn together an internal research group with expertise across Television, Radio, Marketing and New Media. The group is consolidating audience and other research available to SBS from various sources and feeding the results into the Multicultural Research Project.

3. DEVELOP PROGRAMMING STRATEGIES TO REACH THOSE GROUPS IDENTIFIED ABOVE AS LOW USERS OF SBS SERVICES, WHILE AT THE SAME TIME MAINTAINING EXISTING AUDIENCES.

PERFORMANCE INDICATORS

(a) Production, commissioning and broadcast of programming with which target audiences can identify.

In Television, new programs targeted those who were identified as low users of SBS services. The series on motherhood, **MUM'S THE WORD**, was aimed primarily at female viewers, while a new series of **PIZZA** was commissioned with the youth market in mind. **SOUTH PARK** and youth-oriented movies were similarly geared. Many of the programs commissioned by SBS Independent were about young people, particularly those from culturally diverse backgrounds.

SBS's youth radio website, 'whatever', used audio, text and graphics to produce content aimed at young audiences.

Radio continued its successful Training in Radio for Young People (TRY!) project to help young broadcasters make program segments for younger people in 12 language groups. TRY! graduates took part in a number of outside broadcasts and others contributed to the nightly **ALCHEMY** youth music program.

(b) The rate of growth in new listeners and viewers, particularly young people and women and other groups that may be identified as low users.

SBS maintained its higher profile among younger audiences. The strategy of a youth focus on Monday and Saturday nights was successful. Online audio services were made available in more than 60 languages that effectively extended SBS Radio's potential audience base. More than 5,000 audio items were loaded onto the Radio website during the year.

(c) Maintenance of existing audiences.

More than 6.2 million people tuned to SBS Television each week. SBS continued with its flagship productions such as **THE MOVIE SHOW**, **FRONT UP**, **WORLD NEWS**, **INSIGHT** and **DATeline**. Audiences for these programs remained strong. For example, from the beginning of 2000 to mid-2001, the unduplicated weekly audience reach of the SBS World News service in the five major cities rose by 25%. SBS's strong menu of world movies and documentaries continued to rate strongly.

4. PRODUCE AND BROADCAST MORE PROGRAMMING THAT ORIGINATES IN AUSTRALIA AND WHICH REFLECTS AUSTRALIAN EXPERIENCES.

PERFORMANCE INDICATOR

The amount and quality of Australian multicultural programming.

SBS Television produced almost 300 hours of programming in 2000–01. These programs included 260 hours of in-house produced or commissioned series, including the comedy series' **PIZZA** and **AUSSIE JOKERS**; the information series **MUM'S THE WORD** and **WINE LOVERS' GUIDE TO AUSTRALIA**; the real-life drama series **GOING HOME**; and entertainment programs **THE MOVIE SHOW**, **EAT CARPET** and **FRONT UP**.

An additional 33 hours of quality documentary, drama and animation commissioned from independent filmmakers by SBS Independent (SBSI) was broadcast during the year, including **HYBRID LIFE**, an eight-part series on the lives of second- and third-generation Australians. SBSI commissioned 100 hours of programming during 2000–01, a commitment unmatched since its establishment in 1994.

SBS Television broadcasts more programs about indigenous Australians and Torres Strait Islanders than any other network. **ICAM (INDIGENOUS CURRENT AFFAIRS MAGAZINE)** remains Australia's only prime-time indigenous affairs program.

SBS Radio produces and broadcasts multilingual and multicultural programming across 68 language groups including local and national news, and a mixture of current affairs, interviews, talkback, community information and music. The English language current affairs program **WORLD VIEW** gives a multicultural perspective to national and international events.

5. ENSURE THAT SBS'S TRANSMISSION RESPONSIBILITIES RESULT IN MORE EFFICIENT AND EFFECTIVE AUDIENCE REACH, INCLUDING IDENTIFYING POCKETS OF POOR RECEPTION WITHIN EXISTING SERVICE AREAS AND TAKING REMEDIAL ACTION WHERE POSSIBLE.

PERFORMANCE INDICATOR

Audience feedback on technical quality and reach of services.

In 2000–01, SBS analogue television was extended to 77 new locations. SBS also administered 28 applications for assistance under the Federal Government's Self-Help Re-transmission Subsidy Scheme to assist communities establish their own transmission facilities to receive SBS's services.

SBS introduced its digital television services in the five metropolitan markets and Canberra, providing coverage to 65% of the Australian population. SBS has planned the roll out of a further 75 digital services by 2004 across regional Australia and for metropolitan 'in-fills'.

The introduction of digital services can cause adjacent channel interference to analogue services. SBS participated in an industry approach to managing viewers' interference problems, including advisory letters, brochures, advertisements, on air announcements and 1800 help lines. These measures were successful in minimising complaints and resolving most problems in a timely manner.

6. FOSTER AN ENVIRONMENT WHERE CREATIVITY IS VALUED AND RISK-TAKING IS ACCEPTED.

PERFORMANCE INDICATOR

Amount of programming and online material that is creative, innovative, and distinctly different from programming of other broadcasters.

SBS Television provided viewers with fresh and innovative programming across the different genres. The experimental drama **GOING HOME** was scripted, filmed, edited and broadcast each week day and included provision for incorporating viewer suggestions received via the SBS website. The cult comedy series **PIZZA** built an appreciative audience for its irreverent skits on life in multicultural Australia, and **EAT CARPET** maintained its status as Australia's only regular television program devoted to short and experimental films and video.

There was rapid growth in SBS New Media, with many initiatives in digital publishing and information technology. The SBS website, www.sbs.com.au was revamped and increased its online support for many SBS Television programs. New Media constructed tools to allow programming units to control and publish content, thereby encouraging direct creative input from program makers. The 'whatever' site used an innovative issues-focused approach to explore a different theme each fortnight, complemented by audience contributions. The 'worldnews' site harnessed SBS's rich multicultural and multilingual news resources across Radio, Television and New Media to provide a unique international news site.

The SBS Radio website expanded to more than 60 languages and provided an online adjunct to the Radio language programs.

New Media worked with the SBS Television's World News program to pioneer the use of a laptop computer with a camera to provide live video footage for news bulletins. The international television current affairs program **DATeline** unveiled a new form of video journalism that allowed the gathering, recording and editing of stories by single operators in the field.

7. MAINTAIN SBS'S POSITION AS THE PREMIER PROVIDER OF DIVERSE, INFORMATIVE AND ENTERTAINING PROGRAMMING IN DIFFERENT LANGUAGES AND FROM DIFFERENT CULTURES.

PERFORMANCE INDICATOR

Number of industry awards, amount and nature of media and stakeholder comment, audience feedback.

SBS Television provided a diverse range of programming across genres. Indicative of the strong cultural and linguistic diversity of SBS programming is the fact that 57% percent of all programs broadcast in 2000–01 were in languages other than English. Over 500 hours of English-language subtitling was created by SBS Subtitling. SBSI won more awards in 2000–01 than in any other year since its creation in 1994. Included in the 63 national and international awards were six Australian Film Institute Awards. SBS also won four Walkley awards, including a Gold Walkley, and a Logie for Most Outstanding Documentary.

Print media reviews and comments about SBS Television programs ran to approximately 700,000 column centimetres and an estimated 16,000 minutes of airtime on television and radio nationally. Thousands of letters and e-mailed comments about SBS Television programs were overwhelmingly favourable.

Audience appreciation of the distinctiveness of SBS Television was confirmed in a December 2000 Newspan survey that found 86.7% of people agree that "It is important that SBS be available to provide an alternative to the commercial stations"; and "SBS has types of programs you would not see on other TV stations".

SBS Radio covered the major events and issues facing multilingual and multicultural Australia and won a number of awards, including the New York Festivals (Human Relations) bronze award, the UN Peace Media Award and the UN Environment Day Media Award. Coverage of the Sydney Olympics and Paralympics was extensive. During the Olympics, SBS Radio recorded 440 interviews and 'audio grabs' in 43 different languages.

The Quadrant audience surveys demonstrated a high approval rating of SBS Radio across most language programs. When asked about the quality of programs, SBS Radio achieved between 80–90% on 'satisfaction', 'programming content' and 'professionalism'.

8. MAKE FULL USE OF DIGITAL TECHNOLOGIES TO PURSUE CHARTER OBJECTIVES IN A CREATIVE WAY.

PERFORMANCE INDICATORS

(a) Programming strategies for additional television channels developed by February 2001 and implemented through the life of the Plan.

SBS developed some preliminary strategies for content for additional digital television channels and made submissions for funding to the Government. No funds were allocated in the 2001–02 Federal Budget. An ambitious project (Project Next) has commenced, utilising the ideas and talent of younger people from across SBS to formulate new concepts for additional channels.

(b) Other steps taken to maximise advantages from the new technologies.

SBS New Media has been an active participant in the ICE Interactive television trials undertaken in Orange, NSW and with Optus. In the Orange trial, SBS was the first national network to demonstrate the deployment of live content from radio and television newsrooms to interactive set-top boxes. At the same time, a new, more open and flexible television program management system is being developed.

SBS New Media has taken many opportunities to improve the delivery and support of SBS's services through new technologies. The SBS newsroom automation systems were upgraded to include expanded development of Internet technologies. SBS utilised 'phone cam' technology, allowing video captured on lap top computers to be sent via the Internet to SBS for broadcast on its World News programs. SBS Radio is making use of audio over the Internet in preference to expensive ISDN lines.

9. USE NEW MEDIA TO MAXIMISE THE IMPACT OF PROGRAMMING ACTIVITIES.

PERFORMANCE INDICATOR

Growth in use of the SBS Website and in E-mails about programming.

Use of the SBS website grows daily as content is added and upgraded. Most of SBS's major programming activities across Radio and Television are now supported by online material. E-mail correspondence to the SBS website and to specific program websites is a regular and valuable source of audience feedback. Online forums have been very popular.

10. USE SBS'S SERVICES (RADIO, TELEVISION AND NEW MEDIA) TO CROSS-PROMOTE SBS'S PROGRAMMING AND OTHER ACTIVITIES.

PERFORMANCE INDICATORS

(a) Amount and effectiveness of cross-promotional activity to be quantified quarterly.

(b) SBS Television campaign to re-launch SBS Radio online no later than March 2001.

A cross-media strategy to comprehensively promote SBS programs and other services was enacted during the year. Cross-promotion increased on SBS Television, on the Website and in most Radio language programs.

11. REINVIGORATE SBS RADIO TO POSITION IT FOR THE FUTURE, BUILDING ON ITS RECORD OF ACHIEVEMENT AND TAKING FULL ACCOUNT OF AUSTRALIA'S CHANGING DEMOGRAPHICS.

PERFORMANCE INDICATOR

Repositioning and rescheduling (including use of new media) achieved through the life of the Plan. Timetable developed by March 2001.

The introduction of audio on line in more than 60 languages was a major initiative for SBS Radio in repositioning its services for the future. SBS Radio will be evaluating the outcome of the August 2001 Census to plan its repositioning and rescheduling.

RELATIONSHIPS WITH OUR COMMUNITY

1. BEING OPEN AND RESPONSIVE – COLLABORATING AND COMMUNICATING IN MANY WAYS WITH THE BROADER COMMUNITY AS WELL AS WITH INDIGENOUS AND NON-ENGLISH-SPEAKING COMMUNITIES.

PERFORMANCE INDICATORS

- (a) Maintenance of current levels of contact with the many different communities and stakeholders.**
- (b) Opening of new channels of communication, particularly through the use of the Internet.**

Managers, broadcasters and programming staff were involved in more than 600 community functions. Board Members and senior executives met with community groups to discuss SBS initiatives and policy developments. The SBS Community Advisory Committee met three times and provided considered advice to the Board.

SBS Radio attended many cultural events and festivals Australia-wide and extended the national Harmony Day to a full week of on-air broadcasts.

New Media uses forums and other audience feedback tools to gauge community attitudes to programs and issues. Panel discussions are encouraged on the youth oriented site 'whatever', feedback is particularly strong on **THE MOVIE SHOW** website, and 'theworldgame' soccer site remains the most active forum for SBS online.

2. USE SBS'S STRONG LINKS WITH INDIVIDUAL LANGUAGE COMMUNITIES TO ATTRACT SUPPORT FOR ALL SBS'S ACTIVITIES.

PERFORMANCE INDICATOR

Strategies introduced for enhancing benefits from links with language communities.

Most SBS Radio language programs broadcast promotional information about forthcoming SBS Television programs and regularly advise listeners of audio-on-demand and other programming information and services available on the SBS website.

3. ENSURE CONTINUED GOVERNMENT, AUDIENCE AND STAKEHOLDER RECOGNITION OF THE VALUE AND IMPORTANCE OF SBS AS A PUBLIC BROADCASTER.

PERFORMANCE INDICATOR

Amount of positive feedback received.

Through SBS's extensive community consultations and in its ongoing relations with government, considerable positive feedback was received about the Corporation and its services. Audience feedback – telephoned, mailed, faxed, e-mailed – was overwhelmingly positive. Newspoll research commissioned by SBS Television into attitudes to SBS found that 70.2% of people agreed that they 'find value in SBS'.

4. EXTENDING THE NETWORK OF OUR RELATIONSHIPS WITH OUR COMMUNITY TO REACH YOUNGER PEOPLE.

PERFORMANCE INDICATOR

Establishment of new and creative relationships with educational and other institutions that have a youth focus.

SBS Radio conducted a successful national schools Essay Writing Competition. More than 3,700 children from 30 language communities and from six states submitted entries on the subject 'To me, learning another language means ...' The Victorian Government and the Australian Multicultural Foundation provided funding and support.

SBS's Training in Radio for Young People (TRY!) continued to provide new opportunities for young people to gain experience in Radio production and presentation. Through the Multicultural Research Project, SBS developed productive research relationships with several universities including the University of New South Wales, the University of Western Sydney and Bond University.

SBS offers work experience programs for school students in Television Operations and Sport. Television News and Current Affairs has developed an internship program with local universities for journalism students. SBS Radio News offers journalism work placements.

5. MANAGE THE RELATIONSHIPS (INCLUDING FINANCIAL) WITH GOVERNMENT AND THE PUBLIC POLICY PROCESS TO FURTHER SBS'S CHARTER OBJECTIVES.

PERFORMANCE INDICATOR

Degree of success in achieving SBS objectives as they arise.

SBS maintained strong relationships with Canberra through regular contact with Ministers and their officers, other politicians and relevant Government departmental officials. When issues of importance to SBS arose in the public policy process, SBS communicated its position persuasively and informatively. SBS made high-level representations on broadcasting policy developments, digital broadcasting legislation, funding, digital television implementation and Australia TV. (See 7 below.)

6. CLARIFY AND STRENGTHEN THE RELATIONSHIP WITH RURAL, REGIONAL AND REMOTE AUSTRALIA.

PERFORMANCE INDICATOR

Increase in the amount of contact (Internet, OB Units, public relations activity, consultations, etc.) that strengthens relationships outside capital cities.

The SBS Community Advisory Committee provided advice to the SBS Board on ways to improve SBS's relationships with audiences outside capital cities. A pilot consultation project is due to be conducted in regional Victoria 2001-02.

SBS Radio's two Outside Broadcast Units continued to play a vital role in taking services to new and existing audiences. Outside broadcasts were conducted at 42 venues and festivals.

Strong interest from regional communities in the SBS Self-Help Re-transmission Subsidy Scheme has brought SBS into direct contact with many communities across regional and remote Australia. (See 8. below).

7. SHOWCASE PUBLIC BROADCASTING AND HIGHLIGHT SBS'S SPECIAL ROLE INCLUDING OUR INDEPENDENCE AND OUR DIVERSITY.

PERFORMANCE INDICATOR

Measures taken to reach and inform our communities about SBS's role as a public broadcaster.

In a joint submission with the ABC, SBS proposed a series of amendments to the Broadcasting Legislation Amendment Bill 2000 to protect the independence of the public broadcasters. SBS made a major submission to Arts Victoria for the Cultural Ministers Council on the cultural benefits of public broadcasting.

SBS also made submissions to: the Australian Broadcasting Authority (ABA) Commercial Radio Inquiry Report; the ABA's review of the 'anti-siphoning' list; the government inquiry into the Financial Services Reform Bill 2001; and one joint and one separate submission regarding the resumption of an Australian television service to the Asia-Pacific region.

Following a suggestion by the SBS Community Advisory Committee (CAC), SBS trialed an E-mail newsletter to an alumni, including former CAC members and others with a strong interests in SBS. SBS representatives also raised the profile of the organisation at various industry forums, international festivals and conferences.

8. ROLL OUT SBS TELEVISION TO CARRY THE SBS SIGNAL TO REGIONAL AUSTRALIA.

PERFORMANCE INDICATOR

Timeliness and effectiveness of roll out program.

SBS's analogue television was extended to 77 new locations and a further 12 locations will receive SBS in 2001-02. The roll out is proceeding efficiently and on time. SBS received \$500,000 in government funds to assist self-help groups with up to 50% of the cost of installation of an SBS Television or SBS Radio service. Since the establishment of the scheme, 44 self-help television applications have been approved, with more communities continuing to show interest.

SBS'S PEOPLE

1. DEVELOP STRATEGIES TO ENSURE DIVERSITY (GENDER, AGE, CULTURAL BACKGROUND AND PROFESSIONALISM) IN ALL PARTS OF THE ORGANISATION.

PERFORMANCE INDICATORS

(a) New diversity program launched and implemented.

(b) Report on mix of staff throughout the organization.

(c) Recruitment policies and procedures reviewed.

SBS introduced a Workplace Diversity Program to support and encourage diversity across the organisation. SBS's recruitment policies also reflected this approach. Human Resources instituted a new staff data collection model based on the Australian Bureau of Statistics Standards for Statistics on Cultural and Language Diversity.

2. STREAMLINE AND ENHANCE STRATEGIES FOR DRIVING CULTURAL CHANGE IN THE WORKPLACE TO INTEGRATE, PROTECT AND STRENGTHEN THE ORGANISATION.

PERFORMANCE INDICATOR

Strategies in place by June 2001 to improve cross-divisional relationships and achieve better linkages between related functions.

The New Media division, through its Internet, Intranet and Online services, has effectively worked across the Corporation and has created an environment of greater interactivity and productivity. A cross-media strategy, involving Television, Radio and New Media, was enacted to comprehensively promote SBS programs and other services.

3. PROMOTE EFFECTIVE LEADERSHIP AND MANAGEMENT, THROUGH TARGETED TRAINING AND DEVELOPMENT PROGRAMS.

PERFORMANCE INDICATOR

Evaluation of effectiveness of training and development programs.

The major tool for promoting better management practice was through the implementation of the Performance Management Program. See below.

4. PROVIDE STAFF TRAINING AND DEVELOPMENT, ESPECIALLY FOR NEW TECHNOLOGY.

PERFORMANCE INDICATOR

Development programs implemented.

SBS employees attended a range of general training courses covering such areas as the SBS Code of Conduct, legal and editorial issues, rights management, computer software, supervision skills, privacy, and first aid.

In Radio, more than 200 broadcaster-journalists, operations staff and managers were trained by the Radio Training Unit in the use of the new computer-based digital program production and presentation system. Specialist courses were provided in outside broadcasting, Olympic Games reporting and election coverage. Lunchtime seminars were organised on legal, social and political issues.

5. CONSOLIDATE PMP (SBS'S PERFORMANCE MANAGEMENT PROGRAM) AS A KEY TOOL FOR PROMOTING QUALITY, RECOGNISING PERFORMANCE AND IMPLEMENTING CULTURAL CHANGE.

PERFORMANCE INDICATOR

Reports on effectiveness of PMP in all work areas.

PMP is being consolidated as a key tool for promoting quality, recognising performance and implementing cultural change. All employees attended training and developed performance agreements.

BUSINESS ACTIVITIES

1. MAXIMISE ASSET AND RESOURCE USE IN AN ENTREPRENEURIAL WAY TO RAISE FUNDS TO ADVANCE THE CHARTER.

PERFORMANCE INDICATORS

(a) Creation of new revenue raising opportunities through the life of the Plan, including new strategic alliances to meet objectives in the Charter.

(b) Percentage of operating costs provided from revenue.

(c) Report on the optimal use of resources – financial, technical, physical and human.

In 2000–01, gross revenue for SBS Television advertising and sponsorship was \$20.358 million. Gross revenue for SBS Radio marketing was almost \$1.4 million, and gross revenue from SBS Languages services was \$1.185 million. These figures were achieved in a very difficult advertising environment.

During the year, SBS maintained sponsorship alliances with a number of organisations and festivals.

PAN TV, which produces a multilingual movie channel (the World Movies Channel) paid its second dividend to shareholders. SBS's wholly owned subsidiary company MSTL is a 40% shareholder of PAN TV.

SBS managed its financial resources efficiently and ended the 2000–01 financial year with a surplus (after capital use charge) of \$1.671 million, mostly due to long lead times for the commissioning of programs through SBS Independent.

SBS revised its Risk Management Plan to integrate risk management across all business operations. A Corporate Governance Workshop was conducted in February 2001 for Board members and Executive staff.

The SBS Audit and Finance Committee met four times and considered external (Australian National Audit Office – ANAO) and internal (Deloitte Touche Tohmatsu) audit reports. The Committee gave an unqualified opinion on the 2000–01 financial statements of the Corporation. SBS also performed well on four ANAO benchmarking studies.

The Internal Audit program produced satisfactory results across 18 areas of SBS's operations, with various recommendations for improvements to the control environment being made to managers.

SBS has developed capital planning strategies for digital broadcasting aimed to maximise efficiencies in the implementation of the new technologies. 2000–01 was the third year of SBS's five year Phase 1 Digital Capital Plan and the first full year of the nine-year Phase 2 Digital Television Strategy Plan.

2. USE OF NEW MEDIA TO SUSTAIN AND INCREASE OUR PROFILE IN THE MARKETPLACE, INCLUDING THROUGH FUTURE STRATEGIC PARTNERSHIPS.

PERFORMANCE INDICATORS

Initiatives undertaken by New Media and new partnerships forged.

SBS New Media established and maintained a range of creative and commercial strategic partnerships with content providers, infrastructure providers and the public sector. Major partnerships were established with Cinemedia Victoria, Sportal Australia, Hardie Grant, AXA Australia, Sun Microsystems and TheSportsShop Pty Ltd.

3. PROTECTING AND PROMOTING THE DISTINCTIVE SBS BRAND.

PERFORMANCE INDICATOR

Number and quality of campaigns that promote the brand of SBS.

Beginning in April 2001 and extending into the new financial year, the SBS Television brand was extensively promoted in outdoor posters, magazines and newspapers. One execution from the campaign won the Creative Excellence Award from The Australian Magazine. Individual SBS TV programs were widely promoted in tactical campaigns throughout the year.



Our Programs

TELEVISION

In 2000–01, SBS Television broadcast 6,418 hours of programming, of which 57% were in languages other than English. Most of these programs were accessible to the widest possible audience through the use of English language subtitles. News and current affairs programs accounted for 42% of total broadcast hours, films 22%, and documentaries and documentary series 12%.

SBS programs won a record number of awards in 2000–01. Sixty-three national and international awards went to programs commissioned by SBS Independent, and six of these won prestigious Australian Film Institute Awards. SBS also won four Walkley Awards, including a Gold Walkley, and a Logie for Most Outstanding Documentary.

sought a balance between the continuity of established programs and the development of new programs, particularly those of interest to younger and female viewers. Most programs were produced in-house, but where resources were unavailable or were inappropriate, productions or their facilities were out-sourced.

ICAM

The Indigenous Cultural Affairs Magazine (ICAM) continues to be the only prime-time indigenous affairs program broadcast nationally on Australian television. A further two series – 26 episodes – were produced during the year.

SBS PRODUCTIONS

This year, SBS Television Production generated more than 260 hours of programs. These programs reflected a diversity of cultural interests and production styles, contributing to the distinctive mix of SBS's on-air presentation. Television Production

PIZZA

The streetwise, knockabout sitcom, **PIZZA**, is at the forefront of SBS's policy to develop new comedy reflective of multicultural Australia. This year, a repeat of the first series attracted an increased audience and production began on a 10-part second series as well as a spoof documentary.



GOING HOME

SBS broadcast the first series of the experimental drama, **GOING HOME**, over a 13-week season in mid-2000 and followed that with series two over the same period in 2001. **GOING HOME** is scripted, filmed, edited and broadcast on the same day, five days a week. Set in a suburban train on its nightly trip out of the city, **GOING HOME** chronicles the fictional lives of the nine characters, intertwining the news and issues of the day.

MUM'S THE WORD

The eight-part series, built around the concept of sharing the experience of motherhood through its many and varied stages, drew strong audience response, particularly from female viewers. The series was an engaging mix of anecdote, information and entertainment built around kitchen table discussions.

AUSSIE JOKERS

Nine comedians from different cultural backgrounds are featured in the documentary series, **AUSSIE JOKERS**, which is scheduled for broadcast in July 2001. The series, which introduces a diverse range of comedians, explores the influence of ethnicity on their comedic material.



WINE LOVERS' GUIDE TO AUSTRALIA

A second series of the popular program was produced and is scheduled for broadcast in August 2001. The 13-episode program again examines established and developing winemaking regions in Australia and parts of New Zealand.

FRONT UP

In the eighth series of **FRONT UP**, Andrew Urban continues to discover fascinating insights into the lives of Australians randomly interviewed in the streets and malls of the nation's cities and towns.

THE MOVIE SHOW

In its 14th year, **THE MOVIE SHOW** with co-hosts Margaret Pomeranz and David Stratton remains the only in-depth cinema review and analysis program on Australian free-to-air television.

AFI AWARDS

In November, SBS broadcast the Australian Film Institute (AFI) awards for the third time under its three-year contract with the AFI. The two-hour live broadcast was also streamed live on the SBS website.

EAT CARPET

EAT CARPET – Australia's only regular television program devoted to short and experimental film and video works – and the Pacific Film and Television Commission this year jointly produced the series, **24 HOURS** that showcased the talents of young Queensland directors.

ALCHEMY

The fifth series of **ALCHEMY**, highlighting the dance club music scene, captured the spirit of electronic and experimental music and attracted a strong youth audience.

GLOBAL VILLAGE

The popular weeknight program of international mini-documentaries was this year augmented by SBS produced segments from around Australia with particular emphasis on communities and cultural diversity.



MUM'S THE WORD

FUSIONS

The short – five minutes – arts program, **FUSIONS**, ran over 33 episodes in late 2000 and early 2001. It showcased works in the fields of music and craft that combined the talents of artists from different cultural backgrounds and influences.

EUROVISION 2001

This year, the **EUROVISION SONG CONTEST** was broadcast with a locally produced addition of a studio audience of young representatives from the competing countries.

Although it attracted a bigger than normal audience, a large number of complaints caused SBS to transmit the 'traditional' broadcast shortly afterwards.



More than 6.2 million Australians view SBS TV each week to see the best of world television and innovative local productions.

HOTLINE

The five-minute program each Monday, with an evening repeat later in the week, was the only regular viewer feedback program on Australian television in 2000–01.



THE MOVIE SHOW

SBS NEWS AND CURRENT AFFAIRS

SBS World News remains the only free-to-air television news service to provide daily substantial reports about significant international events and an outline of the major national news events in Australia. The bulletins harness the resources of news programs from around the world in more than 20 languages, the output of the world's

leading news agencies, including Reuters and APTN, and a team of experienced SBS journalists.

Audiences for the World News services and the current affairs programs, **DATELINE** and **INSIGHT** remained strong. From the beginning of 2000 to mid-2001, the unduplicated weekly audience reach of the SBS World News services in the five major cities rose by 25% to 1.75 million viewers. This figure does not include viewers of SBS news in regional areas of Australia.

DATELINE

JAPAN	<i>Japan's commercial whaling of Minke whales in the Antarctic</i>
LEBANON	<i>The Lebanese struggle to remove Syrian army presence</i>
RUSSIA	<i>Yeltsin strips regional governors of parliamentary seats</i>
CUBA	<i>The revolution in crisis on its 47th anniversary</i>
BRAZIL	<i>Gold scavengers denounce Anglo-Australian mining company</i>
WESTERN SAHARA	<i>War between Morocco and indigenous people of Western Sahara</i>
SYRIA	<i>Bashar al Assad's attempts to modernise Syria</i>
THAILAND	<i>The state of Australia's Asia policy</i>
WEST TIMOR	<i>The fate of East Timor's militia leaders</i>
MONTENEGRO	<i>Montenegro's complicated history and its claim to statehood</i>
ERITREA	<i>Eritrea through the eyes of author, Thomas Keneally</i>
CAMBODIA	<i>The withdrawal of UN troops and the child victims of AIDS</i>
BRAZIL	<i>Pataxo Indians fight to retrieve traditional land</i>
SRI LANKA	<i>Tamil Tigers' undercover arms trading and money raising</i>
BOLIVIA	<i>60,000 coca farmers resist anti-cocaine regulations</i>
INDONESIA	<i>Toxic mercury threatens the miners' health in Sulawesi</i>
RUSSIA	<i>Russians question capitalism and its negative impact</i>
INDONESIA	<i>The Indonesian judicial system on trial</i>
UNITED STATES	<i>An examination of US foreign policy in the new administration</i>
FIJI	<i>Exodus of Fiji's educated and wealthy Indians</i>
RUSSIA	<i>Revelations of nuclear pollution and attempts to conceal it</i>
LAOS	<i>The Lao government's case against Kay and Kerry Danes</i>
SOUTHERN AFRICA	<i>The search for the reasons for the AIDS epidemic in Africa</i>
NORTH KOREA	<i>Refugees cross into China to avoid famine</i>
KOSOVO	<i>Life for Albanians in Kosovo including Australian returnees</i>
RUSSIA	<i>The changing role of women in modern Russia</i>
INDONESIA	<i>Corruption and the economic crisis in Jakarta</i>
INDIA	<i>The aftermath of the earthquake in India's Gujarat state</i>
PALESTINE	<i>Young, militant Palestinians challenge the Camp David accord</i>
KOSOVO	<i>Roma and Ashkali minorities forced out of Kosovo</i>
USA	<i>The demise of rural communities in the United States</i>
PAPUA NEW GUINEA	<i>The threat to untouched rainforest from logging companies</i>
TIMOR	<i>Revelations into the activities of Australian intelligence agencies</i>
AFGHANISTAN	<i>Thousands of Afghans flee to Pakistan</i>
MEXICO	<i>Zapatistas anti-government march through rural Mexico</i>
CONGO	<i>A rare television interview with President Joseph Kabila</i>
LEBANON	<i>Hezbollah challenge Lebanon's fragile political balance</i>
ZIMBABWE	<i>Struggle of Zimbabwe's independent newspaper</i>
PAPUA NEW GUINEA	<i>An investigation into mining pollution</i>



DATELINE'S MARK DAVIS

INSIGHT 2000-01

MIGRATION	<i>A forum on Australia's policies on illegal immigrants</i>
GENETIC ENGINEERING	<i>New laws governing genetically modified crops</i>
POLICE AND PRISONS	<i>The use of force to take DNA samples from prisoners</i>
FIRE ANTS	<i>The multi-million dollar threat posed by fire ants posed</i>
MEDICINE	<i>Proposed changes to the Pharmaceutical Benefits Scheme</i>
TRANSPORT	<i>The private funding of public highways</i>
SPORT	<i>A forum on whether Australians are good or bad sports</i>
SUPERANNUATION	<i>The human cost when super funds fail</i>
CRIME	<i>Fate of Vietnamese prisoners in Australian jails</i>
PRIMARY SCHOOLS	<i>Conflict over primary school funding</i>
VOLUNTEERS	<i>Fire fighting – professional versus the volunteer</i>
CHARITIES	<i>Tax advantages for charities</i>
ABORIGINAL WELFARE	<i>A debate on reforming aboriginal welfare</i>
POLITICS	<i>The impact of the Ryan by-election on Federal politics</i>
UNIVERSITIES	<i>Academic discontent and the controversy over marking</i>
AIRLINES	<i>An analysis of aircraft failures</i>
FOOD	<i>The consequences for Australia of Mad Cow disease</i>
CHILDREN	<i>Compensation battle over mistreatment of children</i>
MUSIC	<i>The global battle over Internet music and who pays</i>
TRANSPORT	<i>Truck drivers, drugs and deadlines</i>
HEALTH	<i>Jails as repositories for the mentally ill</i>
SHOW FOLK	<i>The culture of the people of side-show alley</i>
EDUCATION	<i>The growth of private coaching colleges</i>
DETENTION CENTRES	<i>What is happening behind the wire fences at Woomera</i>
ARTIFICIAL INTELLIGENCE	<i>The human nature of future machines</i>
RECREATION	<i>Diving disasters and how they might be prevented</i>
GLOBALISATION	<i>The people and the politics behind the S11 movement</i>
DISABILITIES	<i>The social impact of helping people to hear</i>
CLONING	<i>The medical and ethical dilemma</i>
THE BUSH	<i>Who should pay to reduce land clearing?</i>

SBS SPORT

SBS Television's coverage of the cycling classic, the **TOUR DE FRANCE**, attracted a total audience of 1.56 million. For the first time, SBS broadcast live the last stage of the event – the dash across the finish line in Paris. Two other one-day cycling classics, the Paris-Nice and the Paris-Roubaix races, were also broadcast by SBS Television.

SBS's traditional commitment to international soccer continued with regular coverage of the world's premier annual events – the European Champions League, the English Premier League, the English FA Cup final, and Italy's Serie A – on the long-running **WORLD SOCCER** program. Although SBS does not hold broadcasting rights to domestic

soccer, it broadcast 10 Socceroo matches overseas, including the Confederations Cup in Japan-Korea and two vital World Cup qualifiers against New Zealand, in Wellington and Sydney.

During the year, SBS made a major long-term strategic commitment to athletics coverage by purchasing the Australian broadcast rights to all the world's major athletics events until 2004. The 25-events package includes exclusive free-to-air rights to the biennial World Athletics Championship, the first of which is scheduled in Edmonton, Canada, in August 2001. SBS already has broadcast rights to the seven-event Golden League of Athletics.



WORLD SOCCER

DOCUMENTARY SERIES

RISKY BUSINESS, four 30-minute episodes about small business in multicultural Australia; **GREY VOYAGES**, a six-part series on older Australians; **AUSTRALIA BY NUMBERS**, a nine-part series about individuals and communities in urban and rural Australia; and **TALES FROM A SUITCASE**, a 10-part series on the recollections of Australian migrants.

DOCUMENTARIES

Four documentaries – **ORIENTATIONS: CHRISTOPHER DOYLE**, **THE SYREN'S SONG**, **POLES APART**, and **PAYING FOR THE PAST** – were part of SBSI's co-financing accord with the Film Finance Corporation. A 90-minute documentary, **BURIED COUNTRY**, about indigenous Australians' love of country music, was also broadcast.

DRAMA SERIES

HYBRID LIFE, an eight-part series on the lives of second- and third-generation Australians; and **BONDI BANQUET**, episodes three to six, which combined food and lifestyle issues.

DRAMA

ROAD, a 25-minute drama about young people in Sydney's Redfern community.

FEATURE FILMS

RADIANCE, which followed the lives of three indigenous sisters who are reunited at their mother's funeral; and **THE BOYS**, which explores the lives of three brothers about to commit a serious crime.

ANIMATION

THE MAD CENTURY, a 26-minute satirical history of the 20th century by Bruce Petty; and **ANIMATED TALES OF THE WORLD**, 10 episodes of animated stories from around the world.



LA SPAGNOLA

SBS also broadcast the **2001 WORLD CUP OF POLO**; **EQUUS**, a 13-episode series on equestrian sports; the weekly series, **SPORTSWOMAN**; the **ASIA SPORT** program; and provided detailed coverage of the Olympics and Paralympics games.

SBS INDEPENDENT

During the year, SBS Television broadcast 33 hours of quality documentary, drama and animation commissioned from independent Australian

filmmakers by SBS Independent (SBSI). In addition, SBSI commissioned a further 100 hours of programs that will be broadcast in the near future.

These programs, with strong multicultural

and indigenous themes, were filmed throughout Australia, and many won awards and international sales. SBSI-commissioned programs broadcast during 2000-01 included:



Programs commissioned by SBS Independent have won more than 200 national and international awards and have been sold to over 60 countries.

SBS INDEPENDENT

This was SBS Independent's most active year. It commissioned more programs and won more awards than in any other year since its creation in 1994.

Over the past seven years, SBS Independent (SBSI) has commissioned more than 475 hours of high quality and distinctive Australian drama, documentary, feature films and animation. These programs have won 235 national and international awards and international sales have occurred with more than 60 countries.

In 2000–01, SBSI commissioned 100 hours of programs – 53 hours of documentary and 47 hours of drama and animation. Over the same period, 33 hours of programs commissioned by SBSI were broadcast by SBS Television.

SBSI-commissioned films, documentaries and drama continue to win popular acclaim and industry awards. During the year, they won 63 national and international awards, including six Australian Film Industry awards. These were: **THE DIPLOMAT**, Best Documentary and Best Direction in a Documentary; **CONFESSIONS OF A HEADHUNTER**, Best Short Fiction Film; **BROTHER**, Best Short Animation and Best Screenplay in a Short Fiction film; and **MALLBOY**, Young Actors Award. **A DEATH IN THE FAMILY** won a Logie Award for Most Outstanding Documentary.

SBSI maximises its funding by spreading it across a wide production slate and concentrating on lower budget productions. SBSI encourages the work of innovative and emerging Australian producers, directors and actors, and places particular emphasis on multicultural themes, involving filmmakers from indigenous and non-English-speaking backgrounds. Of the 4,600 program proposals submitted to SBSI since 1994, many have been from regional and rural Australia and SBSI has commissioned films and documentaries from towns and cities in every state of Australia.

Every dollar of the Federal Government's Special Production Fund is outsourced to the independent Australian production industry and SBSI maintains close creative collaboration and co-financing alliances with all national and State film funding bodies.

During the year, SBSI embarked on its biggest ever co-production venture when, together with the Adelaide Festival Corporation, it commissioned four major features to premiere at the Adelaide Film Festival in March 2002. Other programs commissioned in 2000–01 included two features, **BENEATH CLOUDS** and **POLKA**; two indigenous dramas and a series of half-hour documentaries; a mini-series set in the Torres Strait; a variety series from Broome, **THE MARY G SHOW**; a comedy series, **EFFIE: JUST QUIETLY**; an idiosyncratic look at Australia, its places and people, **AUSTRALIA BY NUMBERS**; and two animation series.

OVERSEAS PROGRAMS

In 2000–01, 57% of all programming broadcast by SBS Television was in languages other than English. These programs, containing material in more than 100 languages, were made accessible to all Australians through the use of English subtitles. A total of 534.5 hours of English-language subtitling was created by SBS Subtitling comprising: feature films (307.5); documentaries (119); drama series (49.5); operas (46); **EAT CARPET** programs (7); and comedy series (5.5). SBS Subtitling also produced the English language version of the

seven-part documentary series, **2000 YEARS OF CHRISTIANITY** and the five-part series, **HITLER'S YOUTH**, for worldwide release by the German ZDF network.

DOCUMENTARIES

During the year, SBS Television broadcast 296 hours of internationally produced documentaries. SBS broadcasts more documentaries than any other free-to-air network. These programs, both commissioned and purchased from outside sources, cover a broad range of subjects including

current affairs; human relationships; science; the arts; religion; sexuality and gender issues; race and racism; culture; food and health; and ancient and modern history. Documentary highlights of the past year included: **ATLANTIS UNCOVERED**; **GLADIATORS: THE BRUTAL TRUTH**; **THE SURVIVAL OF SADDAM**; **WALLACE AND GROMIT GO TO HOLLYWOOD**; **THE STORY OF AARDMAN ANIMATION**; **THE GUCCIS: A DYNASTY**; **UNMADE BEDS**; **JEFFERSON'S BLOOD**; and **42 UP**.

DOCUMENTARY SERIES

In 2000–01 a total of 345 hours of internationally produced documentary series were broadcast. Historical and archeological themes dominated the new one-hour timeslot – Sundays at 7.30pm – and among the most popular programs were **PASSIONS FOR THE PAST**; **SECRETS OF THE ANCIENTS**; **THE ROMANS IN BRITAIN**; **THE CELTS**; **SECRETS OF THE DEAD**; **STONEHENGE – SECRETS OF THE STONES**; **ISLAM: EMPIRES OF FAITH**; **EMPIRES: NAPOLEON**; and **500 NATIONS: THE STORY OF NATIVE AMERICANS**.

FEATURE FILMS

SBS Television shows more feature films (1,431 hours in 2000–01) than any other Australian free-to-air broadcaster. On average, 18 films are shown

each week. Movies are presented each evening Monday to Saturday nights at 10pm, and on Sundays usually at 10.30pm. Movie matinees are seen most days at 12.30pm and late-night movies are shown most nights of

the week. Each night features a different variety of film: cinema classics (Sundays); dramas and crime stories aimed at young adults (Mondays); movies which appeal to a female audience (Tuesdays); the world's best contemporary films (Wednesdays); movies from a wide variety of cultures (Thursdays); movies of general interest to the widest possible audience (Fridays); and cult movies (Saturdays).

DRAMA SERIES

In the past twelve months, 142 hours of internationally produced drama series were broadcast. Among the most popular new drama series were **ALL STARS**, a Dutch comedy series which centres on a hapless team of amateur footballers; a

new series of **THE SILK MARKET**, the Syrian series focusing on the lives of a group of people working in and around the Aleppo textile market in 1956; **ATHENS-THESSALONIKI**, about two people who begin an extra-marital affair after accidentally meeting through an incorrectly dialled phone number; and **INSPECTOR REX** about the adventures of a Austrian police dog.

COMEDY

One of SBS's most popular comedy programs, **SOUTH PARK**, enjoyed a successful fourth series, and the repeat series of **MICHAEL MOORE'S THE AWFUL TRUTH** attracted strong audiences.

ARTS PROGRAMS

Thirty four operas were shown on SBS Television during the year. The highlight was the transmission of the 19-hour Chinese **KUNJU** opera, **THE PEONY PAVILION**. This major classic of the Chinese opera repertoire was supplemented by complementary programs about the composers, conductors and artists who appeared in the opera. The Sunday evening Masterpiece timeslot included documentaries on writers Roddy Doyle, Simone de Beauvoir, Vladimir Mayakovsky, Albert Camus and Federico Garcia Lorca; artists Michelangelo Buonarroti, Jackson Pollock, Vincent van Gogh and Pablo Picasso; filmmakers Tim Roth, Chris Doyle and Errol Morris; composers John Tavener and Einojuhani Rautavaara; and pianist Piotr Anderszewski.

SEASONS

Throughout the year a number of special seasons examined specific themes through a broad range of feature films, documentaries, short dramas and comedies. These seasons, unique to SBS, allow single issues and topics to be examined and analysed from a variety of perspectives. In mid-August, a weekend of music programs from Panama, Brazil, Colombia, Argentina, Spain, Cuba, and Puerto Rico were shown under the title, **LATIN NIGHTS**. During the Olympics, a two-week season entitled **A FOR ANIMALS** was devoted to films and documentaries on humankind's use and abuse of animals, and in November a season of documentaries, movies and operas focused on German filmmaker Werner Herzog and actor Klaus Kinski.



SBS TV broadcasts more news, more movies, more documentaries and more indigenous programs than any other Australian network.

SPECIAL PROGRAMS

In recognition of National Aboriginal and Islander Day Of Celebration (NAIDOC) Week, two SBS Independent programs were broadcast in July – **BURIED COUNTRY**, a 75 minute history of Aboriginal country music, and **ROAD**, a half-hour drama about young urban Aborigines. National 'Sorry Day' was observed with the broadcast of Tracey Moffatt's film, **BEDEVIL**, followed by a repeat screening of the SBSI documentary, **A CRY FROM THE HEART**.



YOUNGU BOY

SADAKO'S STORY, about the life and death of Sadako Sasaki, the first child to die from radiation-induced leukaemia after the bombing of Hiroshima, and the French film, **HIROSHIMA MON AMOUR**, were shown to acknowledge Hiroshima Day. In addition, the documentary, **NAGASAKI STORIES**, was shown on the anniversary of the bombing of Nagasaki.

Two programs were broadcast in recognition of Holocaust Remembrance Day. They were: **THE BLONDE HEROINE OF THE GHETTO**, a portrait of Cesha Glazer, now a guide at Sydney's Jewish Museum, and **PAYING FOR THE PAST**, which chronicled the efforts of lawyers around the world, in particular Henry Burstyn in Melbourne, to gain compensation for former slave labourers under the Nazi regime.

On Anzac Day, SBS Television broadcast **THE CROSSING**, about the accidental sinking of a ship carrying Australian and British prisoners of war, and **HISTORY IN THE DEPTHS**, which told the story of the battle of Gallipoli from a Turkish perspective.

INDIGENOUS PROGRAMS

SBS Television broadcasts more programs about indigenous Australians and Torres Strait Islanders than any other network. Since 1994, SBSI has commissioned 79 hours of indigenous programs and **ICAM** (Indigenous Current Affairs Magazine) remains Australia's only prime-time indigenous affairs program with 20 episodes – 10 hours – broadcast during the year. In 2000–01, a total of 20 hours of indigenous programs were commissioned by SBSI. These include:

ONE-HOUR DOCUMENTARIES

WHISPERING IN OUR HEARTS – *the story of the Mowla Bluff massacre in the Kimberley in 1916*

LANDSCAPES OF THE MIND – *the creative journeys of five contemporary artists*

BLACK CHICKS TALKING – *the lives of five different Aboriginal women*

HALF-HOUR DOCUMENTARY

TWO VOICES – *indigenous composer, Mark Atkins, performs at the Lincoln Centre*

FEATURE FILMS

BENEATH CLOUDS – *Ivan Sen's sharply-observed perspective on race, politics and cultural identity in rural Australia*

THE TRACKER – *set in 1922, an Aboriginal tracker and three white men pursue a fugitive*

DEADLY UNNA? – *a young white boy growing up in a racist country town decides to do something about it*

26 HOOKS AND EYES – *the story of Daisy Bates*

COMEDY SERIES

THE MARY G SHOW – *a six-episode comedy series from Broome*

DRAMA SERIES

Two drama series, co-financed with the AFC, include five 10-minute dramas and two 50-minute dramas

DOCUMENTARY SERIES

UNSUNG HEROES – *a five-episode series that chronicles the lives of six indigenous Australians, and another as yet unnamed series, both co-financed with the National Indigenous Media Association of Australia.*

SBSI CO-FINANCING WITH NATIONAL, STATE & INTERNATIONAL FILM AGENCIES

SBSI/FFC

Nine documentaries were commissioned during the year:

WHISPERING IN OUR HEARTS – *The massacre at Mowla Bluff in the Kimberleys*

THE COUNTRY INSIDE – *Life in Western Australia's wheat belt*

DIRTY DEEDS: A FIELD GUIDE TO TOXIC WASTE – *Negotiations between a chemical company and residents of Botany*

LANDSCAPES OF THE MIND – *The creative journeys of five contemporary artists*

CHINESE TAKEAWAY – *Family saga spanning three generations across three countries*

BLACK CHICKS TALKING – *The personal stories of five very different indigenous women*

JAIMIE LEONARDER AND THE SOUNDS OF SEDUCTION – *Portrait of Jaimie Leonarder, psychiatric nurse and therapist*

KING OF BELLE-LLE – *The story of Australian impressionist painter, John Russell*

ECHO LAND – *The experiences of young people in PNG's highlands*

SBSI/AFC AND ALL STATE AGENCIES

AUSTRALIA BY NUMBERS (series two and three). Following the success of series one, a further eight films have been commissioned for series two, and nine films for series three.

SBSI / AFC: INDIGENOUS UNIT

Two new indigenous drama initiatives were launched: Five 10-minute dramas commissioned under the Indigenous Shorts Initiative, and two 50-minute dramas under the working title **FIFTY FIFTY**.

SBSI / NIMAA: NATIONAL INDIGENOUS DOCUMENTARY FUND (NIDF) SERIES FIVE

Established to encourage the participation of new and emerging Aboriginal and Torres Strait Islands filmmakers in the field of documentary production, NIDF Series Five will include a number of half-hour documentaries that portray indigenous experiences. It is a joint initiative with the National Indigenous Media Association of Australia (NIMAA).

SBSI / SCREEN TASMANIA

A joint initiative to produce a low budget feature, produced and conceived by an independent creative team in Tasmania.

SBSI / SAFC

In collaboration with the Adelaide Festival Corporation, SAFC and SBSI commissioned four major feature projects for premiere at the Adelaide Film Festival in March 2002. It's SBSI's biggest co-production and the first such venture undertaken by the Adelaide Festival. The films are: **THE TRACKER**, **26 HOOKS AND EYES**, **WALKING ON WATER**, and **DEADLY UNNA?**

SBSI / S4C (WALES)

SBSI has committed to a second series of **ANIMATED TALES OF THE WORLD**. This unique co-production brings together 26 of the world's broadcasters. Each commissions an episode and in doing so gets the rights to broadcast all 26. The series is headed by S4C and produced by Right Angle Films.

SBSI / CHANNEL 4

The project, entitled **MAKING IT**, provides broadcasters with 73 interstitials of three to five minutes duration on the theme of children being creative. Other broadcasters are MultiRio and Futura (Brazil), Namibian Broadcasting Corporation, The South African Broadcasting Corporation, Dar es Salaam TV (Tanzania), the African Children's Broadcasting Network (Nigeria), the Indian Country office of UNICEF, and Channel 4 UK.

SBSI / ZDF / SCREENWEST

An agreement between SBSI, Western Australia's ScreenWest and Germany's ZDF to produce **DINOSAUR DEALERS**, a four-part documentary series.

RADIO

SBS Radio broadcasts in 68 languages – more than any other broadcaster in the world – and each week transmits more than 650 hours of programming, including news – local, national and international – and a mixture of current affairs, interviews, talk-back, community information, sport and music.

SBS Radio is a powerful tool in meeting the settlement, information and communication needs of Australians of non-English-speaking backgrounds. The broadcaster/journalists present to their listeners the widest possible range of programs and information. More than 15,000 hours of individual programs are broadcast each year and every day 36 unique news bulletins are produced.

LANGUAGE PROGRAMS

Beginning at 6am, a different language program is heard every hour. Programs are based on language not ethnicity. The major language programs are broadcast twice daily, seven days a week, while some smaller language groups broadcast only one hour a week. How much airtime a particular group is allocated is calculated according to the size of the community as well as other factors including proficiency in English, unemployment levels, the number of people aged over 55, and the proportion of new arrivals.

All language programs deliver specific community information – often through talkback, experts, panel discussions and street vox pops – and occasionally raise contentious community issues in order to inform listeners in an objective and fair manner. News stories and interviews provide background information, personal experiences and analysis of the events and issues affecting their communities and shaping Australia.

NATIONAL AND INTERNATIONAL NEWS

SBS Radio news supplied the 68 language groups with 550 features for use in their programs. These were both background features and stories on current issues. In addition, more than 7,200 news stories were written and over 600 interviews produced in languages other than English. The highlight of the year was SBS Radio's comprehensive Olympics coverage, with 54 gold medallists interviewed in 20 languages.



VIETNAMESE LUNAR NEW YEAR FESTIVAL

The English language current affairs program, *World View* (Weekdays at 5pm) produced more than 2,100 current affairs reports, features, panel discussions and interviews that gave a multicultural perspective to national and international events.

SBS Radio brought facts, detail and insight to the big events and issues facing multilingual, multicultural Australia during the year. The debates over reconciliation, the 'stolen generations', violence against women in indigenous communities, detention, asylum seekers, mandatory sentencing, and the introduction of the GST were among the major topics covered in the 68 language programs.

SBS Radio's coverage of Corroboree 2000 and the reconciliation march across the Sydney Harbour Bridge won a New York Festivals bronze award. A report on alleged war criminal, Konrad Kalejs, achieved international coverage and was the first ever Walkley Award finalist in a language other than English. The Arabic language program broke news of alleged child abuse in detention centres, which became a major national and international issue, and there was extensive coverage of the particular difficulties faced by small business people from non-English-speaking backgrounds in implementing the GST.

Internationally, SBS Radio programs provided extensive, in depth coverage of events in Indonesia, East Timor, the Middle East and the Former Yugoslav Republic of Macedonia, coups in Fiji and the Solomon Islands, political unrest in the Philippines, and the election of a new president in the United States. SBS Radio's Macedonian, Albanian, Indonesian, Arabic, Vietnamese, Hebrew and Yiddish programs continued to act as lifelines for Australians from those communities.

SPORTS COVERAGE

Coverage of the Sydney Olympics and the Paralympics was comprehensive and non-partisan. Most language programs produced coverage of homeland Olympic and Paralympic teams as well

as Australian team performances. Exhaustive coverage by three specialist reporters provided SBS Radio with 440 interviews and 'audio grabs' in 43 different languages. During the Paralympic Games, SBS



SBS Radio broadcasts in 68 languages – more than any other broadcaster in the world – and each week transmits 650 hours of programs.

Radio's national newsroom provided 110 'audio grabs' and interviews in 27 different languages for listeners around Australia.

SBS Radio's multi-language coverage of international sports events in Australia included previews, interviews and feature stories about the Australian Open Tennis Championships, the Formula One Motor Racing Grand Prix, the World Motorcycle Grand Prix, and comprehensive live coverage of major European soccer matches.



RADIO ONLINE

This new service, coordinated by a special SBS Radio Online unit, effectively extended SBS Radio's potential audience well beyond the 2.5 million Australians who speak a language other than English in the home. The online service is now available to people in Australia and overseas who can listen on the Internet to SBS Radio programs in more than 60 languages, including English.

More than 5,000 audio items, which equal more than 450 hours of radio, were loaded onto the SBS Radio website during the year.

SBS's youth radio website, 'whatever', published 16 theme-based issues onto the website in 2000–01. These presentations – each running a fortnight – contained more than 150 original web radio features, sound bites, digital images, self-produced video clips, original music segments, and features provided by guest artists in residence. Planning for a fully interactive two-hour youth program on the national network was underway at year's end.

RADIO FEATURES

Produced by SBS Radio News for language programs

SYDNEY OLYMPICS	<i>25 features produced during the Olympic Games</i>
WORLD ECONOMIC FORUM	<i>Background on the Forum and demonstrations</i>
ABORIGINAL POLICE RECRUITMENT	<i>WA Government efforts to recruit Aborigines</i>
SHARK ATTACKS	<i>Background on recent attacks in WA and SA</i>
DETENTION CENTRE RIOTS	<i>The Port Hedland and Curtin detention centres</i>
BACK DOOR IMMIGRATION	<i>New Zealand entry point to Australia</i>
COCKFIGHTING	<i>Illegal cockfighting among Victoria's Vietnamese community</i>
LOOKING FOR ALIBRANDI	<i>Successful film on migrant life in Australia</i>
NESB SWIMMING	<i>Different attitudes to Australia's beach culture</i>
MAURITIUS DEATH SQUADS	<i>Exclusive feature on death squads in Mauritius</i>
AUSTRALIA DAY	<i>Why the day is celebrated</i>
CENTENARY OF FEDERATION	<i>10 state-by-state features</i>
REFUGEE WEEK	<i>The experiences of asylum seekers in detention centres</i>
TAMIL TIGERS	<i>Background feature on Sri Lanka's Tamil Tigers</i>
OUTWORKERS	<i>Anti-exploitation campaign in clothing factories</i>
CLIMATE CHANGE	<i>Effects of global warming globally and in Australia</i>
BASHIR PROFILE	<i>NSW's new Governor Marie Bashir and her Lebanese roots</i>
NAZI ARMY	<i>Claims that neo-nazis are active in the Australian army</i>
RELIGIOUS DIVERSITY	<i>How Christmas is celebrated in different communities</i>
DOKIC	<i>The controversy surrounding tennis star Jelena Dokic</i>
US ELECTIONS	<i>The US voting system and the election of George W. Bush</i>
BUYING DEGREES	<i>Claims that overseas students 'buy' degrees</i>
BAS	<i>The impact of the BAS on NESB businesses</i>
LOCKERBIE	<i>The Lockerbie bombing court case</i>
SOCCER AUSTRALIA	<i>The turmoil surrounding Soccer Australia</i>
CABRAMATTA	<i>The problems of policing in a multicultural environment</i>
NATIVE TITLE	<i>Numerous features on native title claims around Australia</i>
ELECTIONS	<i>The state elections in WA and Qld and the Ryan by-election</i>
BACKPACKER JOBS	<i>Claims that backpackers rob Australians of jobs</i>
HANSON WELFARE	<i>Refutation of claims of migrant welfare recipients</i>
TOADS	<i>Cane toads move into Kakadu National Park</i>
BUSH TUCKER	<i>Slow acceptance of native food by Australians</i>
GAMBLING	<i>The impact of gambling on ethnic communities</i>
HARMONY DAY	<i>How the day was celebrated around Australia</i>
DETAINEE DEATH	<i>Background to the death of a Tongan inmate</i>
SBS ANNIVERSARY	<i>25th anniversary of SBS Radio</i>
MULTI-NET	<i>Using the Internet to reach NESB communities</i>
GRANGE FUSS	<i>Grange Hermitage has become a target for fraud</i>
BRANCH STACKING	<i>Electoral malpractice in Queensland</i>

OUTSIDE BROADCASTS

SBS Radio's two Outside Broadcasting Units continued to play a vital role in taking services to new and existing audiences. During the year, teams of broadcaster-journalists broadcast more than 200 hours of live programming, and recorded many more hours of off-air performances for future

broadcasts, from 42 venues and festivals around Australia including Sydney, Melbourne, Perth, Fremantle, Adelaide, Canberra, Newcastle and Geelong. (See page 47 for a full list of SBS Radio outside broadcasts.)

NEW MEDIA

PROGRAMS

The year was a period of rapid growth for the New Media division, with many key initiatives undertaken in both its digital publishing and information technology endeavours. New Media's online publishing extends the programming streams of SBS Television and SBS Radio and, at the same time, reaches new audiences with original content.



www.sbs.com.au

This site underwent a major revamp during the year allowing daily changes on the front page and providing images and sound from SBS Radio's **WORLDVIEW** program, **ALCHEMY**, SBS Radio News, SBS Television news, other programs, as well as content from the 'whatever' site and other New Media content.



SBS's comprehensive 'world news' online site includes the complete 840-page SBS World Guide reference book.

THE MOVIE SHOW, EAT CARPET, **ALCHEMY**, **HYBRID LIFE**, **MUM'S THE WORD**, **WORLDWATCH**, **DATeline**, **INSIGHT**, **EUROVISION 2001**, **GLOBAL VILLAGE**, **THE FOOD LOVERS' GUIDE TO AUSTRALIA**, **SBS SPORT**, **TALES FROM A SUITCASE**, **ICAM**, **PIZZA**, and **WORLD NEWS**.

The New Media division constructed the tools to allow the programming units themselves to control and publish content. In addition, an SBS employment site and a transmission information site were added to the corporate information section.



www.theworldnews.com.au

This site – an amalgamation of content from SBS Television, SBS Radio and New Media – is an online resource that provides news from around the world and from communities in Australia. The site is refreshed at least three times a day and an average of 30 news items, either text or video, are added using the resources of Television and Radio news, **WORLDWATCH** and World View. The site also has the complete **SBS WORLD GUIDE** online as a searchable database of international facts, and the daily information resource, **World Facts**. Research projects are also featured. In 2000–01 the major research project was **FEDERATION AND MULTICULTURALISM**, published as a joint project between SBS and the Victorian Cultural Collaborators (VCC), comprising Victoria's leading cultural institutions.



www.theworldgame.com.au

This comprehensive world soccer news and information site is among the top five sports web sites in Australia. A 'worldgame' shop was developed during the year, allowing global soccer merchandise to be sold online. Additional video and multilingual audio are scheduled to be added to the site in 2001-02.

www.sbs.com.au/whatever

Developed in conjunction with SBS Radio, the 'whatever' site uses audio, text, graphics and occasionally digital video to produce content aimed at young audiences. The site is issues-focused with a different theme explored each fortnight, complemented by audience contributions, including original musical compositions.



www.sbs.com.au/radio

The site features online audio programming and provides information in more than 50 languages. It features SBS Radio's World View and SBS Radio News. Using tools developed by New Media, the site allows broadcasters to publish content directly to their page. More than 5,000 audio pieces were published on the site during the year, representing almost 300 hours of original, multilingual content, all of it available on demand. (See Radio Online page 30.)



PROGRAM CROSS-PROMOTION

A cross-media strategy to comprehensively promote SBS programs and other services was enacted during the year. SBS Television increased its promotion of SBS Radio's 68-language service with language specific 'promos' and voice-overs across the television schedule. SBS Language Services, SBS Marketing, radio and television transmission advice, and regular 'promos' of SBS's specialist online websites, theworldnews.com.au and theworldgame.com.au were regularly featured. For its part, most of SBS Radio's language programs broadcast promotional information about forthcoming SBS Television programs. News and current affairs programs were regularly promoted, as well as individual movies, documentaries or dramas of specific interest to SBS Radio listeners.



Our Audiences

TELEVISION

RATINGS AND REACH

During 2000, more than 6.2 million people tuned to SBS Television each week. In the five major cities – Sydney, Melbourne, Brisbane, Adelaide and Perth – the average weekly reach was 4.2 million viewers and SBS's audience share of home viewing between 6pm and midnight was 4.14%.

A C Nielsen surveys in 2000 showed that nationally SBS Television reached 49.8% of all homes in an average week. The Nielsen figures, however, do not include SBS viewers in Darwin and 132 self-help areas where the potential audience exceeds 200,000 people.

VIEWING BY ETHNICITY

Viewing of SBS Television by ethnic communities remained strong. More than 49% of 'people born overseas in a non-English-speaking country' reported that they watched SBS Television at least once a week. The weekly SBS viewing patterns of 'all people' and 'people born in Australia' or in an 'overseas English-speaking country' were 33.1% and 30.3% respectively.

Since 1996, SBS has commissioned Quadrant Research to conduct surveys into 41 individual language groups. The collective results for the latest survey showed that 67.4% of the respondents in the 11 language groups surveyed had watched SBS Television in the past week. Fifty per cent had viewed at least one or as many as five SBS programs in the preceding seven days.

YOUTH AUDIENCES

In recent years, SBS programming has gained a higher profile among audiences in the 13–17 years and 18–24 years demographic categories. During the year, the SBSI-commissioned series, **HYBRID LIFE**, attracted popular and critical acclaim for its examination of the lives of young Australians whose parents or grandparents migrated to Australia.

SOUTH PARK, **PIZZA** and youth oriented movies have made Monday nights particularly popular among young viewers.

With the long-running Cult Movie slot and **EAT CARPET**, SBS's Saturday night line-up has consistently attracted a younger audience. In order to build on this, three new comedy series were introduced in May 2001, scheduled in sequence to lead into the Cult Movie. These were the Japanese animé series **BUBBLEGUM CRISIS: TOKYO 2040**, the animation series

of a modern heroine, **POND LIFE**, and the American sitcom, **THAT'S MY BUSH**.



SBS TV has access to 400 international and national program sources and a library of 4,000 international films.

AUDIENCE OPINIONS

SBS Television has commissioned a number of qualitative

surveys over the past four years that have investigated a range of key issues that are relevant to the role of SBS as a multilingual and multicultural public broadcaster.

These national Newspoll surveys canvassed the opinions of people 18 years of age and over. The latest survey, in December 2000, showed that SBS has maintained its favourable image among potential audiences and continues to be seen as a valued alternative to other free-to-air television services. The survey found:

- 86.7% agreed that: "It is important that SBS be available to provide an alternative to the commercial stations."

- 75.2% agreed that: "It is important that SBS be available to provide an alternative to ABC Television."
- 86.7% agreed that: "SBS has types of programs you would not see on other TV stations."
- 66.0% agreed that: "SBS has better coverage of overseas news than other TV stations."
- 70.2% agreed that they "find value in SBS".

TELEVISION TRANSMISSION

SBS Television operates on 330 transmitters (249 in 1999-2000). Of these, 198 are provided and operated for SBS by service providers - ntl Australia, Broadcast Engineering Services and Imparja. An additional 132 transmitters are run under the self-help system and some Aboriginal broadcasting communities also optionally re-broadcast SBS Television.

In 2000-01, SBS analogue television was extended to 77 new locations. A further 12 locations will receive SBS in 2001-02.

Over the years, many communities unable to receive SBS, have raised funds and established their own re-transmission facilities. In this financial year, 28 applications for Self-Help Subsidies were approved under the Federal Government's Self-Help Subsidy Scheme that is administered by SBS.



SOUTH PARK



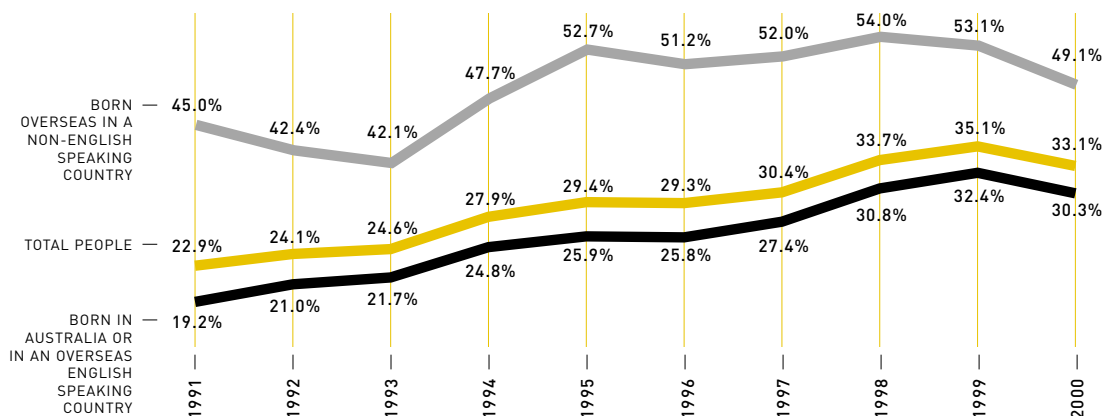
PIZZA

WEEKLY REACH OF AUDIENCES IN SERVICE AREAS

		HOMES POTENTIAL 000S		HOMES REACH % 000S		PEOPLE REACH % 000S
FIVE MAJOR CITIES		4,584		50.6	2,322	33.1
Sydney, Melbourne, Brisbane, Adelaide, Perth						
NSW REGIONAL		1,121		48.3	541	32.7
Northern Rivers, Newcastle, Wollongong, Canberra, Orange/Dubbo/Wagga, Tamworth, Taree						970
VICTORIA REGIONAL		385		40.0	154	25.9
Ballarat, Bendigo, Gippsland Shepparton, Albury						271
QUEENSLAND REGIONAL		513		50.7	260	33.6
Maryborough, Toowoomba/Darling Downs Cairns, Rockhampton, Townsville, Mackay						457
TASMANIA		176		55.7	98	39.6
Hobart/Sth'n Tasmania Launceston/Nth'n Tasmania						186
NATIONAL TOTALS	2000	6,779		49.8	3,375	32.8
						6,134
TRENDS	1999	6,470		51.3	3,320	34.5
	1998	6,292		50.5	3,179	33.7
	1997	6,527		47.4	3,097	30.5
	1996	5,765		45.8	2,640	29.0
	1995	5,326		45.3	2,413	29.2
	1994	5,250		42.2	2,216	27.5
						4,229

NOTE - THE ABOVE COVERS AUDIENCES ONLY IN THE AREAS MEASURED BY A.C. NIELSEN, AND DOES NOT INCLUDE DARWIN IN 1998, 1999 AND 2000. AREAS FOR WHICH AUDIENCE REPORTS ARE NOT RECEIVED SUCH AS THOSE COVERED BY 143 'SELF-HELP' TRANSMITTER SERVICES, WOULD INCREASE THE AVERAGE WEEKLY SBS AUDIENCES TO OVER 6.2 MILLION PEOPLE.

WEEKLY REACH BY ETHNICITY



THE ABOVE FIGURES WERE COMPILED FROM THE REGULAR INDUSTRY AUDIENCE REPORTS OF A. C. NIELSEN.

NOTE - SOME DECREASE IN SBS AUDIENCES BY COMPARISON WITH 1999 RESULTED IN PART FROM TELECASTS BY NETWORK 7 OF THE OLYMPIC GAMES DURING SEPTEMBER 2000. IN ADDITION, THE UNUSUALLY HIGH AUDIENCE PERFORMANCES OF THE SOUTH PARK PROGRAM IN 1999 WERE NOT REPEATED AT THE SAME LEVEL DURING 2000.

TOP PROGRAMS 2000 // NATIONAL

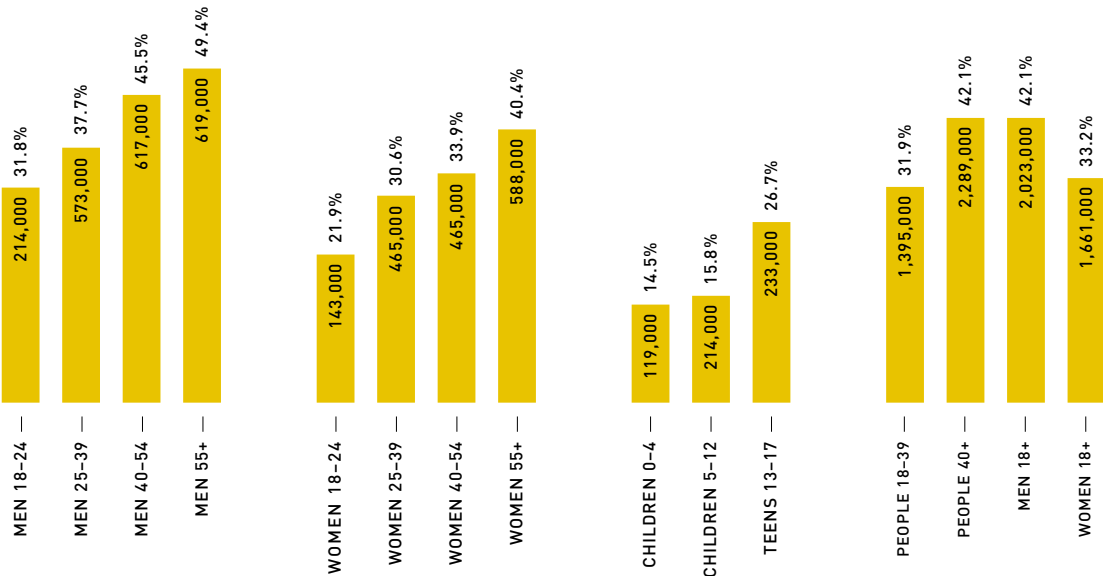
PROGRAMS		000s			
SECRETS OF THE ANCIENTS	Documentary series	889	SOUNDS OF THE SEVENTIES	Documentary series	520
SOUTH PARK	Animated series	863	1000 AD	As it Happened	510
EMPIRES – THE GREEKS	Documentary series	797	WALLACE AND GROMMIT GO TO HOLLYWOOD	Documentary	504
GLADIATORS – THE BRUTAL TRUTH	As it Happened	683	ANIMAL MINDS	Documentary series	502
STONEHENGE – SECRETS OF THE STONES	Documentary series	649	THE SNOWY	Documentary series	501
THE ROMAN WAY OF WAR	As it Happened	626	THE DIRT DETECTIVE	Documentary series	501
MYSTERY OF THE PYRAMIDS	As it Happened	616	GLYN CHRISTIAN TASTES ROYAL THAILAND	Cooking series	491
THE ROMANS IN BRITAIN	Documentary series	613	HITLER – A PROFILE	Documentary series	485
MEET THE ANCESTORS	Documentary series	590	ATLANTIS UNCOVERED	As it Happened	484
PIZZA	Comedy series	590	FROM JESUS TO CHRIST	Documentary series	475
UNMADE BEDS	Documentary	589	PORNO LASSE	Documentary	474
DAVID SUZUKI'S THE NATURE OF THINGS – PHALLACIES	Documentary series	578	WORLD NEWS – SUNDAY	World News	466
THE CELTS	Documentary series	574	AFRICAN TRADE	As it Happened	454
HILTER'S CHILDREN	Documentary series	569	ENGLISH PREMIER LEAGUE	Soccer	453
PASSIONS FOR THE PAST	Documentary series	559	FAT FILES	Documentary series	451
MYSTERY OF THE COCAINE MUMMIES	As it Happened	556	FOOTBALL HOOLIGANS	The Cutting edge	451
EGYPT'S LOST CITY	As it Happened	553	IVAN THE TERRIBLE	As it Happened	450
THE DEAD SEA SCROLLS	As it Happened	552			
SCANDINAVIA'S PORN REVOLUTION	About Us	547			
FOOD LOVER'S GUIDE TO AUSTRALIA	Documentary series	533			
CAHOKIA – AMERICA'S LOST METROPOLIS	As it Happened	523			

NOTE – ALL FIGURES ABOVE ARE "AVERAGE PER MINUTE" AUDIENCES AND PERFORMANCES ARE THEREFORE COMPARABLE.

ONLY THE TOP EPISODE OF A SERIES PROGRAM IS SHOWN. THERE MAY HAVE BEEN OTHER EPISODES WHICH WOULD HAVE QUALIFIED FOR INCLUSION IN THE ABOVE LIST BY REACHING 450,000 OR MORE PEOPLE.

WEEKLY REACH BY BY AGE AND SEX

(KEY DEMOGRAPHICS / SYDNEY, MELBOURNE, BRISBANE, ADELAIDE AND PERTH COMBINED)



In 2000–01, SBS received \$500,000 in government funds to assist self-help groups with up to 50% of the cost of installation of an SBS Television or SBS Radio service. Since the establishment of the SBS Self-Help Re-transmission Subsidy Scheme, 44 self-help television applications have been approved, with more communities continuing to show interest in the Scheme.

A new facility is under construction at Artarmon. This will provide a second transmission site for the Sydney region, greatly improving reliability for both the analogue and digital television services.

DOMESTIC SATELLITE SERVICES

SBS continues to deliver its analogue television and radio programming to most of its network of television and radio transmitters by means of four digital satellite services. These services are all on national beams and deliver the correct programming in the correct local time to all SBS transmitters, except for those in the Northern Territory outside Darwin. A local time zone delay unit at the Darwin transmitter site adjusts SBS programming to the correct local time for SBS's Darwin audience.

These satellite services cover all of Australia including Lord Howe Island and Norfolk Island. The satellite technology uses digital compression to provide a cost-effective and highly reliable service. The four satellite service time zones are: southeast Australia, Queensland, South Australia and Western Australia.

SBS's satellite services share a common delivery technology with the ABC and the regional broadcasters Prime, Telecasters Australia Ltd (TAL), Imparja and WIN. This arrangement provides a direct-to-homes (DTH) satellite service across Australia serving more than 10,000 households, mainly in more remote areas. These DTH services provide viewers with the ABC and SBS as well as two of the commercial services, depending upon where viewers live. This system is referred to as the Remote Area Broadcasting Service (RABS).

SBS delivers its radio and television programs directly and indirectly to a network of more than 330 re-broadcast transmitters across Australia, using the Optus satellite service. SBS provides a duplicate Western Australian satellite service, also on a national beam, delivered through PanAmSat's PAS2 satellite. This service is provided through an arrangement with Telstra.

DIGITAL TELEVISION – DTV

The introduction of SBS's digital television services in the five metropolitan markets, together with Canberra, has provided a digital TV reception capability for about 65% of the Australian population. Digital offers ghost-free and

MALL BOY



interference-free reception as well as some programming in widescreen format (16:9).

Strategies for new programming options provided by digital multichannelling were discussed during the year and are continuing. Specific programming streams are being examined, but resources are limited without specific government funding for multichannelling. The SBS objective in relation to any new channels is that the services provided are geared towards serving currently unmet needs in television broadcasting.

The introduction of digital television and the technology's impact on operational practices and standards dominated much of SBS's technical and transmission activities during the year. SBS's activities were driven by its Strategy Plan which was submitted to Government in 1999–00 and by its obligations under the relevant legislation.



57% of SBS TV programs are in languages other than English and SBS subtitled 534 hours of programs in 2000-01.

MAJOR MILESTONES FOR 2000-01 INCLUDE:

- commencing SBS digital television services in the five metropolitan markets – Sydney, Melbourne, Brisbane, Adelaide and Perth on 1 January 2001;
- extending the digital television service to Canberra;
- contracting for the provision of SBS digital television services to Hobart and Darwin before the end of 2001;
- ensuring that all services are fully compliant with the ABA's Digital Channel Plans and with the Digital Implementation Plans approved by the Minister;
- calling tenders for the provision of about 75 further digital television services across regional Australia and for metropolitan 'in-fills' for

delivery in 2002-04;

- calling tenders for the provision of SBS's digital television program streams to its developing network of digital transmitters;
- constructing a major digital television



SBS WorldWatch brings viewers 50 hours of international news bulletins, in 17 languages, each week.

playout, encoding and multiplexing centre at its Artarmon studio centre, which generates all of SBS's digital television program streams;

- including in SBS's digital television services a standard definition (SDTV) simulcast of SBS's analogue television service;
- including in SBS's digital television services an upconverted high definition television (HDTV) channel, which is also a simulcast of the analogue service;
- meeting the mandated level of closed captioning for the hearing impaired; and
- including two channels of SBS radio services on the digital television services, thereby extending the reach of these programs.

The primary transmitter service in each of the five metropolitan areas comprises facilities at diverse sites (main and standby) with rapid changeover under fault conditions. This is aimed at achieving close to 100% service availability in these cities. Redundant program feed circuits have been provided in order to achieve high service availability.



The transmitter contract for SBS's metropolitan digital television services was awarded to ntl Australia Pty Ltd with the distribution contract being awarded to Telstra Corporation Ltd.

A major task during 2000-01, which will continue throughout the roll-out of digital television services, was the management of interference to analogue television services and related matters.

This was successfully and jointly managed across the industry. The main issues addressed were adjacent channel interference to analogue television services, non-standard domestic installations and receivers, adverse effects on some VCRs and Pay-TV set top boxes, and the need to re-tune some analogue television services to new channels. Measures adopted included letter boxing, brochures, newspaper advertisements, community service announcements on all analogue channels, the establishment of '1800' help lines together with expert technical advice. Home visits by qualified service personnel were provided in some of the more difficult cases.

The interference management scheme was considered a success in minimising the number of complaints and in resolving most of the problems in a timely manner. The cost of these services was shared across the industry with SBS being responsible for 10% of the total cost of resolving all interference matters.

SBS continues to be heavily involved with the industry in standards setting, common operational practices, receiver performance matters and conformance issues.

RADIO

REACH

SBS Radio broadcasts to all major cities across Australia. Its broadcasts in 67 languages reach a potential national audience of more than 2.5 million Australians who speak a language other than English in the home, while its English language programs, including the Aboriginal broadcasts, **WORLD VIEW**, **ALCHEMY** and **Overnight Music**, make SBS Radio accessible to an even wider general audience.

AUDIENCE SURVEYS

During the year, SBS Radio continued its independent audience surveys into specific language communities. It remains the only media organisation in Australia to survey its audiences in their preferred languages in a planned and systematic way.

Since 1996, Quadrant Research Services has surveyed 41 language communities to determine listening habits and to elicit feedback on how to improve services. In 2000–01 the Romanian, Armenian, Laotian, Tongan and Samoan language communities in Sydney and in Melbourne were surveyed.



Results showed that more than 60% of Romanian and Armenian speakers had listened to SBS Radio in the past week and an average of 66% of those surveyed across all five language communities had listened during the previous month. In the Armenian speaking community, only eight per cent had never listened to SBS Radio. The surveys also showed that SBS Radio was the main media source of homeland news and government services in four of the five languages covered.

Language communities surveyed in previous years were: Vietnamese, Italian, Greek, Arabic (twice), Cantonese (twice), Mandarin, Khmer, Spanish, Polish, Macedonian, Croatian, Serbian, Slovenian, Bosnian, Maltese, Korean, Russian, Ukrainian, Turkish, French, German, Dutch, Portuguese, Indonesian, Persian/Farsi, Thai, Hungarian, Assyrian, Hindi, Tamil, Sinhalese, Punjabi, Urdu, Bengali, Gujarati and Kannada.

The Quadrant surveys continue to demonstrate a high approval rating of SBS Radio programs across most languages. When asked about the quality of programs, responses in terms of 'satisfaction', 'programming content' and 'professionalism', SBS Radio regularly score between 80–90%.

SBS Radio treats any criticisms seriously. Comments, criticisms and suggestions are discussed, analysed and acted upon during regular debriefing sessions between program managers and the heads of the relevant language groups. Outside broadcasts and on-air talkback sessions provide additional feedback.

RADIO TRANSMISSION

SBS has 15 radio transmitters. Of these, 13 are provided and operated by ntl Australia. The other two are self-help services, one of which is a new self-help SBS Radio service established at Wagga Wagga in June 2001. There continues to be increasing interest in the establishment of radio self-help services in regions not served by existing transmission facilities.

DIGITAL RADIO – DRB

The industry-based studies concerning the implementation of digital radio slowed markedly during 2000–01 due to continuing concerns about the most appropriate technology and the slow take-up of services in Europe and the USA. The level of resources devoted to digital television has also affected progress on these studies.

Recent developments are now providing a clearer picture of the way forward and it is expected that the policy and technical studies previously undertaken through the Government's Planning and Steering Committee will be resumed in 2001–02. The extensive work already undertaken should provide a sound base for progress.

CAPITAL PLANNING – DIGITAL TV AND RADIO

This was the third year of SBS's five year Phase 1 Digital Capital Plan. This plan provides for \$22.7 million over five years to convert SBS's standard definition television and radio studio equipment from analogue to digital technology.

Of the total funds required, SBS is contributing \$5 million and the Government \$17.7 million. Expenditure in 2000–01 was \$2.80 million. This was less than had been planned, due primarily to the unusually large level of resources devoted to the establishment of SBS's digital television services. (TV Digital Phase 1 spending \$1.47 million. Radio Digital Phase 1 spending \$1.33 million.)

The 2000–01 financial year was the first full year of SBS's Phase 2 Digital Television Strategy Plan. This plan covers the estimated expenditure requirements to convert SBS's television transmission network, and related studio and distribution systems, from analogue to digital technology. The Phase 2 plan is scheduled to run for eight more years.

Phase 2 digital expenditure in 2000–01 was \$20.66 million, comprising \$14.79 million capital and \$5.87 million in recurrent expenditure. The capital expenditure was predominantly associated with the construction of SBS's digital playout centre, while the recurrent expenditure was on the provision of SBS's transmission and distribution services. The recurrent expenditure was based on less than six months of services in the year.

NEW MEDIA

AUDIENCE FEEDBACK

SBS New Media uses forums and other audience feedback tools in its web properties to gauge community attitudes to specific programs, sites and issues. To date, the most active has been the audience feedback for **GOING HOME**.

This program, which is filmed, edited and broadcast on the same day, continued to be a trendsetter in interactivity. Audience comments and suggestions – on characters, plot lines and story ideas – were actively sought on the program's website and regularly incorporated in subsequent episodes. Comments and suggestions came from across Australia, with a high proportion from rural and regional areas, and spanned all ages.

The addition of a feedback forum on **THE MOVIE SHOW** website similarly attracted widespread comment. A community of web users, exchanging robust views on movies and Australian film production, has been attracted to the site. SBS's soccer website, www.theworldgame.com.au reached a monthly audience of more than 70,000 during 2000–01 and the online Forum was the most active of all the SBS websites. The 'whatever' site, through its 'digivoxpops' section, canvases the opinions of young people through interviews and panel discussions. (See Radio Online page 30.)



Relationships with our Community

CONSULTATIONS

Frequent consultations were held with communities at both Board and senior management levels during 2000–01. Individual SBS Board members, as well as the Chairman and the Managing Director of SBS, liaised with community groups to discuss SBS initiatives and policy developments. Regular communication with the SBS Community Advisory Committee reinforced the Committee's role as an advisory resource for the Board. SBS managers engaged in numerous community relations activities and frequently met with international visitors to SBS.

During the year, Television, Radio and New Media managers, program makers and production staff were involved in more than 600 community functions, consultations and seminars with representatives from a variety of language communities. SBS Radio attended numerous cultural events and festivals Australia-wide. SBS Radio also undertook a number of major activities in Sydney and Melbourne, extending the national Harmony Day to a full week of on-air broadcasts. SBS Television management and staff met major suppliers and international industry executives.

Senior managers attended international film and television markets, film festivals and conferences in Europe, the UK, Asia, and North America, and participated as judges on international industry panels.

RADIOATHONS

During the year, SBS Radio helped raise more than \$785,000 for social welfare and humanitarian relief causes in Australia and overseas. These included medical help in northern Iraq, funds for a Turkish cultural centre in Sydney, assistance to flood victims in Vietnam, Cambodia and Venezuela, relief for survivors of the Gujarat earthquakes in India, and the annual Good Friday Appeal for the Royal Children's Hospital in Melbourne. Since 1998, SBS Radio radioathons have raised more than \$4.285 million for deserving causes.

SPECIAL TARGET GROUPS

LANGUAGE LEARNING

EasyNews – SBS Radio's pioneering collaborative project to make English language learning more relevant and exciting – enjoyed a second successful year.

A joint initiative with the Adult Multicultural Education Services (AMES) of Victoria and the Multicultural Affairs Unit of the Department of the Premier and Cabinet, the EasyNews project aims to facilitate better understanding of radio

and television news and current affairs for listeners and viewers from language backgrounds other than English.

SBS provides news content and produces news bulletins that are written and recorded at SBS's



68 languages are spoken on SBS Radio. Programs in more than 60 languages are broadcast on SBS TV, and SBS Online carries audio-on-demand in 60 languages.

Melbourne studios each week and then published on the Adult Migrant Education Services' website.

PEOPLE WITH SPECIAL NEEDS

The highly successful SBS Radio 'Homereach' series reached a further 11 language communities during the year. These were Mandarin, Macedonian, Russian, Spanish, Armenian, Korean, Hungarian, German, Dutch, Czech and French.

The series provides information to people who are housebound due to age, frailty or disability, and to their carers. The special segments also promote awareness of and access to the services provided by ethnic community health services. 'Homereach' is jointly funded by the State and Commonwealth governments under their Home and Community Care programs and is administered by the NSW Ageing and Disability Department. The programs are also distributed to a number of community radio stations around NSW for re-broadcast.

CHILDREN AND YOUNG PEOPLE

SBS Radio conducted a successful national Essay Writing Competition for primary and secondary school children as part of its 25th anniversary celebrations. More than 3,700 children from 30 language communities submitted entries on the subject: *'To me, learning another language means ...'* With financial support and cooperation from the Victorian Multicultural Commission, the Victorian Department of Education, Employment and Training and the Australian Multicultural Foundation, schoolchildren in all states contributed essays in six age categories. An awards ceremony was held at University High School Hall in Parkville where winners received vouchers to spend on dictionaries and other publications relating to their language studies. Every entrant received a Certificate of Participation.

HYBRID LIFE – DELIVERY DAY



Since 1997, SBS Radio has helped train young people in radio production and presentation skills. Called Training in Radio for Young People (TRY!), the project helps young broadcasters make programs and program segments for younger listeners. TRY! content was broadcast by the Arabic, Armenian, Cantonese, Croatian, Indonesian, Japanese, Macedonian, Spanish, Thai, Hungarian, Urdu and Vietnamese language programs.

TRY! graduates also took part in a number of outside broadcasts in Sydney, Melbourne and Newcastle. Some have expanded their skills through the nightly **ALCHEMY** youth music program that continues to build SBS Radio's audience of second-generation Australians, and through the Womadelaide music festival in South Australia.

The youth oriented SBS website, 'whatever', employs three young content developers whose expertise in digital technology is creating new styles and formats and reaching new audiences. Young recording artists from around Australia were featured on the site and members of the 'whatever' team travelled to several locations to record music festivals and interviews.

ART AWARD

The SBS Radio Federation Square Art Award was launched during the year to celebrate both the Centenary of Federation and SBS's planned relocation of its Melbourne office to the city's Federation Square complex. SBS, in partnership with the Australia Council and Arts Victoria, will provide three major prizes to artists whose paintings best interpret the theme 'Multiculturalism in the Twenty-First Century'.

VICTORIAN CULTURAL COLLABORATION

The New Media division reached a memorandum of understanding with several cultural institutions in Victoria. The Victorian Cultural Collaboration (VCC) is an agreement between SBS, the State Library Victoria, Museum Victoria, the Royal Botanic Gardens, the Victorian Arts Centre, the Victorian College of the Arts and the National Gallery Victoria. The aim of this collaborative effort is to produce high quality cross-cultural educational content for schools and those interested in life-long learning by merging these organisations' cultural content into creative, informative and entertaining websites for SBS online.

AUDIENCE FEEDBACK

SBS encourages audience feedback. To assist viewers and listeners, SBS published its *Service Commitment* in July 1998. The document was subsequently reviewed and a new edition issued in June 2000. As part of a forthcoming internal review of its *Codes of Practice*, SBS will give consideration to possible amendments to both the Codes of Practice and the *Service Commitment*.

The Service Commitment contains a short description of SBS services, its commitment to its audiences that includes a set of 'principles of service', and mechanisms for providing feedback about SBS services. It draws attention to the SBS *Codes of Practice* and the process for making a complaint against SBS if the complainant believes

the corporation has acted contrary to its *Codes of Practice*. Alleged breaches not satisfactorily resolved can be investigated by the Australian Broadcasting Authority (ABA).

In 2000-01, the ABA investigated six complaints about SBS programming. It found SBS in breach of its *Codes of Practice* in only one instance. This was for broadcasting material unsuitable for a G classification timeslot.

The SBS switchboard and the 'comment' section of the SBS website were major sources of audience feedback about programming. A specialised phone system (TTY) was installed during the year to allow people with hearing or speech difficulties to contact SBS. Telephone and online responses to SBS programs were distributed to relevant management and staff.

SBS Public Relations received 1,546 letters during 2000-01. They included: 763 requests for video purchases or additional program information; 102 requests for program repeats; 210 compliments; 188 complaints; 147 general comments; and 136 miscellaneous comments. The total number of letters was slightly more than the previous year's (1,441). E-mailed comments rose slightly to an average 260 per week, compared to about 210 per week in 1999-2000.

SBS Public Relations also introduced a Viewer Enquiry Form and answered about 2,500 requests for information using this method.

Correspondence and enquiries were also directed to SBS Television's Programming Department which responded to 265 letters. The vast majority were requests and compliments. The letters included: 53 requests for repeat transmissions, 45 compliments and comments on programming, 37 general scheduling enquiries, 29 complaints about program content, 27 enquiries about the availability of programs for purchase, 24 requests for the transmission of programs, 23 requests for further information on a program, four complaints about the content of program promotions, and 23 letters that were passed on to the appropriate departments.



Every hour SBS Radio broadcasts in a different language and each year it produces more than 15,000 hours of language-specific programs.

SBS is responsible for all its transmission services, including complaints and general reception enquiries. Audience feedback on technical problems is mostly managed using SBS's 1800 500 727 freecall number. Specific technical enquiries are handled by a freecall number, 1800 727 388 (1800 SBS DTV) and a dedicated email address: technical@sbs.com.au. This ensures that viewers and listeners throughout Australia can provide feedback at no cost. Most calls receive an immediate response, but where this is not possible, callers receive a follow-up return call. Facsimile and e-mail correspondence are commonplace.

ACCESS AND EQUITY

SBS believes that all Australians should have access to its multilingual and multicultural services, and works with the Government towards achieving this aim.

NEW ACCESS AND EQUITY REPORTING REQUIREMENTS

A new approach to access and equity is currently being implemented across the Australian public service. The Department of Immigration and Multicultural Affairs has developed the *Charter of Public Service in a Culturally Diverse Society* performance management framework as a tool

to assist portfolio agencies to evaluate diversity management.

Rather than reporting on compliance with the seven principles of the *Charter of the Public Service in a Culturally Diverse Society*, or providing best practice examples, as in previous years, agencies have been asked to prepare their input to the *Access and Equity Annual Report* for 2001 by using the performance indicators set out in the framework, an approach which links performance reporting to core business.

SBS is currently preparing its contribution to the 2001 *Access and Equity Annual Report*, examining its corporate reporting processes for consistency with the framework and testing the framework performance indicators in key areas of the organisation.

TRANSMISSION

The establishment of SBS's digital television service in the five metropolitan markets and Canberra gave more than half of the Australian population access to SBS digital television. This is the first stage of the roll-out of SBS's digital



MULLET

The extension of SBS analogue television to regional Australia was received enthusiastically. Interest in the SBS Self-Help Subsidy Scheme also continued with 28 funding applications approved during the year.

FREEDOM OF INFORMATION

There were three valid requests for documents under the Freedom of Information Act. One of the requests was refused, another was granted in part, and the third was approved. An FOI request outstanding at the end of the 1999–2000 financial year was also approved. The refused request was an application for documentation from a selection process. The reason for refusal was that disclosure of this information would involve the unreasonable disclosure of information to a third party.

television services, with further services already contracted for Hobart and Darwin towards the end of 2001. Tenders have been called for the extension of SBS's digital television to about 75 regional and 'in-fill' areas up to July 2004.

SBS's digital television service also carries two SBS Radio services. This will extend access to these

services to people in non-metropolitan areas as digital television is extended to these areas over the next few years.

With \$70 million in new Federal Government funding, 88 new services will receive SBS Television by December 2001.

SBS RADIO OUTSIDE BROADCASTS

July	MULTICULTURAL FESTIVAL – <i>Merrylands, Sydney</i>
August	UNVEILING THE DISCOVOLOUS MONUMENT – <i>Olympic Park, Sydney</i>
September	INDIA FAIR – <i>Fairfield Showgrounds, Sydney</i> GRAND FILIPINO FESTIVAL – <i>Bankstown, Sydney</i> SBS RADIO ESSAY COMPETITION AWARD CEREMONY – <i>Parkville, Melbourne</i>
October	MULTICULTURAL CHILDREN'S FESTIVAL – <i>Bankstown, Sydney</i> NEWCASTLE FIESTA – <i>Hamilton, Newcastle</i> TURKISH AUSTRALIA DAY – <i>Broadmeadows, Melbourne</i> OKTOBERFEST, MELBOURNE SHOWGROUNDS – <i>Ascot Vale, Melbourne</i> MELBOURNE FESTIVAL – <i>Arts Centre Forecourt, Melbourne</i> LYGON STREET FESTA – <i>Carlton, Melbourne</i>
November	MELBOURNE MUSEUM OPENING – <i>Carlton, Melbourne</i> CHAPEL STREET FESTIVAL – <i>South Yarra, Melbourne</i> FILIPINO FESTIVAL – <i>Laverton North, Melbourne</i> HISPANIC FIESTA – <i>Brunswick, Melbourne</i> FEDERATION SQUARE OPEN DAY – <i>Melbourne</i> JEWISH COMMUNITY CENTRE – <i>Yokine, Perth</i> MURRAY STREET MALL – <i>Perth</i> FECCA CONFERENCE – <i>Fremantle</i> KOONDOOLA COMMUNITY CENTRE – <i>Perth</i>
January	GREEK THEOFANIA FESTIVALS – <i>Station Pier, Port Melbourne and La Perouse, Sydney</i> LUNAR NEW YEAR CELEBRATIONS – <i>Springvale, Melbourne</i> AUSTRALIA DAY MARCH TO THE ARCH – <i>St Kilda Road, Melbourne</i> CHINESE NEW YEAR CELEBRATIONS – <i>Chinatown, Melbourne</i>
February	VIETNAMESE NEW YEAR TET FESTIVALS – <i>Warwick Farm, Sydney and</i> MELBOURNE SHOWGROUNDS – <i>Ascot Vale, Melbourne</i> WOMADELAIDE WORLD MUSIC FESTIVAL – <i>Botanic Gardens, Adelaide</i> RUNDLE MALL – <i>Adelaide</i> WESTFIELD ARNDALE SHOPPING CENTRE – <i>Adelaide</i> PAKO FESTA – <i>Pakington Street, Geelong</i>
March	GLENDI GREEK FESTIVAL – <i>Lonsdale Street, Melbourne</i> SIKH GAMES – <i>Monash University, Clayton, Melbourne</i> FEDERATION SQUARE OPEN DAY – <i>Melbourne</i> MULTICULTURAL DAY – <i>Eummemmerring College, Gleneagles, Melbourne</i> GREEK FESTIVAL – <i>Brighton-le-Sands, Sydney</i> CANBERRA MULTICULTURAL FESTIVAL – <i>Canberra</i> AUSTRAL-LATINO FESTIVAL – <i>Fairfield Showgrounds, Sydney</i> NORTON STREET FESTIVAL – <i>Leichhardt, Sydney</i>
April	KHMER NEW YEAR CELEBRATIONS – <i>Bonnyrigg Temple, Sydney</i> MALTESE EASTER CELEBRATIONS – <i>Horsley Park, Sydney</i> ROYAL EASTER SHOW – <i>Homebush, Sydney</i> THAI NEW YEAR CELEBRATIONS – <i>Darling Harbour, Sydney</i>

To assist prospective self-help communities, SBS issued two booklets, the *SBS Self-Help Guide* and the *SBS Self-Help Re-transmission Subsidy Scheme Guidelines*.

BROADCASTING

Sixty-eight languages are spoken on SBS Radio. Programs in more than 60 languages are broadcast on SBS Television and, online, SBS New Media provides text and audio-on-demand services in 61 languages.

SBS Radio broadcasts cross-cultural news and current affairs programs and provides community service announcements and information programs. The extensive use of SBS Radio's Outside Broadcast Units – including visits to regional Australia – continues to extend the reach of SBS Radio, facilitating face-to-face involvement with communities and improving the network's accessibility to audiences outside of Melbourne and Sydney.

SBS Television, which this year broadcast 58% of its programs in languages other than English, produces programs that do not reinforce racial stereotyping, but rather work to combat racism and other forms of discrimination.

The weekday **WORLDWATCH** program provides 20 different news services in 16 languages from 17 countries. From 1 January 2001, SBS Television began closed-captioning all prime-time programs that were not already subtitled. Outside of prime time, English subtitles provide deaf and hearing-impaired people with access to many other SBS Television programs.

The Human Rights and Equal Opportunity Commission (HREOC) has established an inquiry into complaints under the Disability Discrimination Act on the extent of closed captioning provided on free-to-air television for hearing impaired people. In the course of investigating the complaints, HREOC has convened a forum of broadcasters and representatives from the hearing impaired community to assess the potential for increasing the amount of closed captioning provided. SBS has been represented both at the forum and on the working group established by the forum.

SBS New Media includes in its online services extensive use of audio files in different languages. The provision of audio-on-demand services to people from culturally and linguistically diverse backgrounds is a key feature of the SBS website.

RESEARCH

SBS actively seeks and responds to audience feedback through marketing research and the collection of audience reactions to programming. SBS Radio and SBS Television also conduct regular surveys and community research, and maintain direct contact with audiences through their community activities. Currently underway is a research project on Trends in Multiculturalism and the Role of SBS. This project, aimed at identifying and examining trends in multicultural Australia, will ensure that SBS remains relevant in a rapidly changing media environment.

COMMUNITY ADVISORY COMMITTEE

The Community Advisory Committee, chaired by Mr Victor Hamit, met three times during the year. (CAC members Appendix 15.)

The Committee provided advice to the SBS Board on ways to improve SBS's relationships with audiences outside the capital cities, including recommending a program of regional consultations. The Board was receptive to the Committee's suggestions and a pilot project is due to be conducted in regional Victoria in 2001–02.

The Committee showed considerable interest in technological developments and during the year received briefings on digital television and new media. The Committee made suggestions on how new media could be used to enhance SBS's contacts with younger people and the arts community.

The Committee recommended that SBS establish an Alumni, comprising former Committee members, Board members and others. The Alumni would be informed about developments via E-mail. The Board expressed interest in the proposal and a trial edition of an information bulletin was given a limited E-mail circulation.

Each meeting provided an opportunity for the Committee to view and provide feedback on recent SBS productions. Programs viewed included episodes of **PIZZA** and **GOING HOME**, and the SBS Independent television program **THE MAD CENTURY**, Bruce Petty's depiction of 100 years of television.

On 8 December 2000, the day after the Committee's second meeting, members attended the celebrations at SBS Artarmon for the 20th and 25th anniversaries of SBS Television and Radio respectively. Members left their handprints in paint as part of the SBS Wall of Mutual Respect, which was created on the day.

In the final meeting of the year (26 March 2001), the Committee acted as a focus group to advise SBS on proposed research into trends in multicultural Australia. Members provided SBS with invaluable insights, drawing on their personal experiences and rich contacts throughout the Australian community. The SBS Chairman took part in some of the discussions and the Board was briefed on major issues discussed. The input of the Committee was a valuable contribution to the ongoing design process of the research project.

GOVERNMENT AND CORPORATE RELATIONS

Regular senior-level contact was maintained throughout the year with relevant ministers and ministerial offices, the Department of Communications, Information Technology and the Arts, the Department of Finance and the Department of Immigration and Multicultural Affairs. SBS representatives had high-level contact with government and other corporate bodies, particularly in relation to major broadcasting policy developments, digital television legislation, new funding initiatives and digital television implementation, and tendering to provide the Australia TV service to the Asia-Pacific region.

Other submissions made during the year included:

BROADCASTING LEGISLATION AMENDMENT BILL 2000

SBS, in a joint submission with the ABC, proposed a series of amendments aimed at ameliorating the impact of the Broadcasting Legislation Amendment Bill 2000 on their operations while maintaining the policy goals of the legislation.

The Broadcasting Legislation Amendment Bill 2000 introduced proposed amendments to the *Broadcasting Services Act 1992* (BSA) relating to datacasting services provided by the national broadcasters.



SUSIE PORTER - FEELING SEXY

The national broadcasters sought amendments giving them the power to develop their own codes of practice for datacasting services. This was intended to bring the content regulation framework for datacasting services into line with that already applying to national broadcasters' broadcasting services. Amendments consistent with the submission were subsequently incorporated into the Broadcasting Legislation Amendment Act 2001.

ABA INVESTIGATION – REVIEW OF ANTI-SIPHONING LIST

During the year, the Australian Broadcasting Authority (ABA) was asked by the Minister to undertake a review of the anti-siphoning list and sought submissions based on an ABA issues paper.

Following concerns that the advent of pay TV in Australia would see major television sporting events siphoned from the free-air-networks, anti-siphoning rules were introduced to ensure that certain events were not exclusively shown on pay TV. The aim of the anti-siphoning list is to prevent these events from being siphoned off by pay TV to the detriment of free-to-air viewers.

In April 2001, SBS made a submission to the ABA containing recommendations for events to be added to the current list, details about broadcast of

material on the current list, and comments on the level of ongoing protection.

In addition to arguing that the currently listed events covered by SBS be retained on the anti-

siphoning list, SBS strongly recommended that the following events that consistently have been broadcast by SBS should be included on the anti-siphoning list:

- each full international soccer match involving the senior Australian representative team whether played in Australia or overseas;
- European Football Championships (as in the recent Euro 2000) which occur every four years;
- the UEFA Cup Final played every year;
- the UEFA European Champions League Final played every year;
- the Tour de France cycling classic held each year.

SBS stressed the importance it places on the anti-siphoning list as a means of ensuring public access to major events. For this reason, SBS advocated that protection be afforded to the listed events for at least the next decade.

The ABA concluded its investigation into events on the anti-siphoning list with a report to the Minister for Communications, Information Technology and the Arts on 29 June 2001. At the time of writing, the report was being considered by the Minister.

SBS SUBMISSION ON THE FINAL REPORT OF THE ABA'S COMMERCIAL RADIO INQUIRY: PROPOSED OPTIONS FOR LEGISLATIVE REFORM AND RELATED ISSUES

SBS was invited by the Department of Communications, Information Technology and the Arts to respond to the ABA Commercial Radio Inquiry Report. SBS's submission was confined to matters that would potentially impact upon the operations of SBS.

SBS reiterated the importance of public broadcasters maintaining independence from government regulation and opposed any changes that would see the extension of commercial sector regulation to the public broadcasters. SBS supported improving disclosure requirements through revisions to its *Codes of Practice* in the usual way.

At the time of writing the outcome of the review is unknown.

SBS SUBMISSION TO ARTS VICTORIA ON THE CULTURAL BENEFITS OF PUBLIC BROADCASTING

SBS was invited by the Cultural Ministers Council to provide input into its discussion paper, to be prepared by Arts Victoria, on the cultural benefits and value of public broadcasting to Australia's cultural life, including the consideration of new opportunities that will become available with the introduction of digital television.

SBS provided a detailed paper to Arts Victoria on the cultural benefits provided through all of its activities. SBS's discussion paper covered its wide range of activities contributing to Australia's cultural life. These included its commissioning and broadcasting of quality independent film production, the creation of Australian content, and the portrayal and promotion of Australia's cultural diversity through broadcasting and emerging technologies.

The discussion paper is due to be presented to the Cultural Ministers Council in late 2001.



A total of 534.5 hours of English language subtitling was created by SBS Subtitling in 2000-01.

SUBMISSIONS TO THE PARLIAMENTARY JOINT STATUTORY COMMITTEE ON CORPORATIONS AND SECURITIES INQUIRY INTO THE FINANCIAL SERVICES REFORM BILL 2001

SBS made a submission to both the Parliamentary Joint Statutory Committee on Corporations and Securities and the Australian Securities and Investments Commission strongly opposing proposals to remove the existing media exemption from section 77 of the *Corporations Law* and create a new financial services regulatory scheme in the *Financial Services Reform Bill*.

SBS was concerned that the removal of the media exemption in the proposed Bill could have the effect of requiring broadcasters to obtain a financial adviser's licence when reporting on certain types of financial information.

SBS argued that the repeal of the *Corporations Law* media exemption would strike at the freedom

SBS, as part of a working group of media organisations including Fairfax, News Limited, the Federation of Australian Commercial Television Stations, the Federation of Australian Radio Broadcasters, the Australian Subscription Television and Radio Association, PBL, ABC, Reuters and the Press Council, made representations to the Government to include a media exemption in the proposed legislation.

At the time of writing, the *Financial Services Reform Bill* had passed unamended through the House of Representatives. However, the Government has indicated a media exemption would be incorporated in amendments to the legislation in the next session of Parliament.

FILM FESTIVALS AND FORUMS

During 2000–01, SBS attended the following:

- The San Sebastian Film Festival, Spain
- MIPCOM and MIP-TV television markets in Cannes
- The Berlin Film Festival
- The Netherlands Film Festival
- Sharing Stories Forum in Edinburgh
- The RAI Trade Screenings in Portofino
- MediMed Production Financing Market
- The London Film Festival
- The International Documentary Film Festival in Amsterdam
- The BBC Showcase
- The Sunny Side of the Doc in Marseille
- The Sydney Film Festival
- The Fifth Pusan International Film Festival in South Korea
- The International Censorship and Classification Conference in Vienna
- The Thessaloniki Film Festival in Greece
- Filmart 2001 in Hong Kong
- Banff Television Festival, Canada
- African Film Festival in Milan



ISLAM: EMPIRE OF FAITH

of the media and access to information by its users, inhibiting the ability of the media to disseminate financial news and information to the general public and impinging on the independence of SBS as a national broadcaster.

INTERNATIONAL AGREEMENTS

SBS maintains mutual cooperation agreements with:

- Asia Television Ltd (ATV) – Hong Kong
- Canal France International (CFI/TV5) – France
- China Central Television (CCTV) – China
- Deutsche Welle (DW) – Germany
- Duna Televízió (DTV) – Hungary
- Elliniki Radiophonia Tileorassi (ERT) – Greece
- International Broadcast Bureau (IBB) – USA
- MIST Telekompania (MIST) – Ukraine
- Nippon Hoso Kyokai (NHK) – Japan
- NTV Telekompania (NTV) – Russia
- People's Television Network (PTV) – Philippines
- Polsat Telewizja SA – Poland
- Public Broadcasting Services (PBS) – Malta
- Radiotelevisione Italiana (RAI) – Italy
- Radio Televisión Española (RTVE) – Spain
- Satellite Communications for Learning – USA
- Televisi Republik Indonesia (TVRI) – Indonesia
- Televisión Nacional de Chile (TVN) – Chile
- Telewizja Polska SA (TVP) – Poland
- Zweites Deutsches Fernsehen (ZDF) – Germany

CONFERENCES ATTENDED

- The Commonwealth Broadcasting Association's 23rd General Conference held in Cape Town, South Africa from 11–14 October 2000.
- The 37th Asia-Pacific Broadcasting Union General Assembly held in Manila, the Philippines from 2–10 November 2000.
- The Commonwealth Workshop on Broadcasting and Democracy, held in Toronto, Canada from 9–11 April 2001.
- The ABA Conference, 'Radio, Television and the New Media', held in Sydney from 3–4 May 2001.
- The Federation of Ethnic Communities' Councils of Australia (FECCA) 2000 National Conference held in Perth.

INDUSTRY PARTICIPATION

SBS contributed directly to industry forums on digital television and digital radio, standards setting, and the development of operational practices, and liaised with both government agencies and equipment manufacturers/suppliers in regard to digital television receivers. SBS also chaired a number of industry forums and committees.

SBS memberships:

- SBS is a full member of the Asia-Pacific Broadcasting Union (ABU).
- SBS is an associate member of the European Broadcasting Union (EBU).
- SBS is a member of the Commonwealth Broadcasting Association (CBA).
- SBS is a member of Digital Broadcasting Australia (DBA).
- SBS is a member of the DTV Strategy Group and sub-committees.
- SBS is an associate member of the Federation of Australian Commercial Television Stations (FACTS).

SBS involvement with other industry forums included:

- Australian Broadcasting Authority (ABA)
- Australian Communications Industry Forum
- Australian Telecommunications Users Group (ATUG)
- Broadcasting Industry Technical Advisory Group (BITAG)
- Community Broadcasting Association of Australia (CBAA)
- Digital Radio Advisory Committee (DRAC)
- Digital Television Standards Selection Committee
- Federation of Australian Radio Stations (FARB)
- International Telecommunications Union (ITU-R)
- National Ethnic and Multicultural Broadcasters Council (NEMBC)
- Remote Area Broadcasting Services (RABS)
- SMA's Radio Communication Consultative Council (RCC)
- Standards Australia (SA)
- WorldDab Forum

SBS's People

HUMAN RESOURCES

WORKPLACE DIVERSITY

The SBS Workplace Diversity Program continued to focus on recruitment, training and the work environment to support and encourage diversity. Training and advice were provided in all these areas. SBS instituted a new staff data collection model based on the Australian Bureau of Statistics *Standards for Statistics on Cultural and Language Diversity*. The EEO co-ordinator supported the SBS Harassment Contact Officer network.

OCCUPATIONAL HEALTH AND SAFETY

SBS aims to provide a high standard of occupational health and safety for all staff. The SBS Occupational Health and Safety Agreement and Policy, and associated strategies, were the basis for occupational health and safety activities throughout the year. These activities included building improvements, policy reviews, training and individual workplace assessments.

There were no accidents or dangerous occurrences that required the giving of notice under section 68 of the *Occupational Health & Safety (Commonwealth Employment) Act 1991*.

TRAINING AND DEVELOPMENT

CORPORATE INDUCTION

Senior staff from each division presented corporate induction programs in Sydney to new employees. Corporate induction includes a full-day program

and two half-day programs. The full-day program, introduced by the Managing Director, covers the mission and Charter of SBS as well as the essential practical information needed when starting work at SBS. The half-day sessions are on Diversity/ Harassment Prevention and Occupational Health and Safety.

AFC WOMEN IN TELEVISION NETWORK

SBS is a member of the Australian Film Commission 'Women in Television' network that aims to increase employment opportunities for



SBS Radio, the world's most linguistically diverse broadcaster, reaches across the major languages spoken in Australia.

women in the television industry, particularly in non-traditional areas such as technical and operational areas. All the free-to-air television networks are members of the project. The major activities in

2000-01 were lunchtime networking meetings with high-ranking women guest speakers.

WORK EXPERIENCE

SBS continues to offer one-week work experience programs in Television Operations and Sport. The programs is well supported by the relevant areas of SBS and is popular with Year 10 school students. Television News and Current Affairs has developed an internship program with local universities for journalism students. The work placements at SBS count as part of course requirements. SBS Radio News has also begun offering journalism work placements.

GENERAL TRAINING

SBS employees attended a range of general training courses covering areas such as computer software; supervision skills; Privacy Act; Code of Conduct; and first aid courses. Television training concentrated on equipping staff to use new systems and facilities associated with the transition to digital.

RADIO TRAINING

More than 200 broadcaster-journalists, operations staff and managers were trained by SBS Radio's Training unit in the use of the new \$1.2 million computer-based digital program production and presentation system in the Sydney and Melbourne production areas and studios. Another 100 staff are scheduled to be trained in the first few months of the new financial year.

In addition, SBS Radio Training staff provided specialist courses in outside broadcasting, Olympic Games reporting and election coverage. A number of lunchtime seminars were also organised covering contemporary legal, social and political issues.

SBS Radio Trainers in Sydney and Melbourne provided specific training in managing the media and cultural diversity issues to a broad range of external clients including the Australian Taxation Office, the Trust for Nature, the Victorian Lupus Association, Standard and Poor's, the Council for Adult Education, the Victorian Adult Multicultural Education Services, the South African High Commission, the National Trust of Australia, the Youth Action Policy Association, the Public Interest Advocacy Centre, the University of Wollongong, the Youth Action Policy Association, and the Museums and Galleries Foundation.



PERFORMANCE MANAGEMENT PROGRAM

The SBS Performance Management Program is now being consolidated as a key tool for promoting quality, recognising performance and implementing cultural change. All employees attended training and developed Performance Agreements. Under the system, staff are given feedback on their performance and the opportunity for performance-linked salary increases.

FINANCE

FINANCIAL RESULTS FOR THE YEAR

The Corporation finished the 2000–01 financial year with a surplus (after capital use charge) of \$1.671 million (1% of available resources). A significant contributor to the operating surplus was external program commissioning through SBS Independent. An excess of operating revenue over program amortisation of \$0.754 million was shown due to the long lead times experienced between the commissioning and screening of programs.

The Corporation's total assets increased during the financial year from \$173.074 million to \$189.282 million. The majority of this increase related to non-financial assets which increased from \$77.668 million to \$100.034 million (mainly due to equipment purchases relating to digital conversion).

The bulk of the investment recorded at 30 June 2001 related to funds, for the analogue extension program, provided by the part-sale of Telstra.

The level of Equity Capital has increased from \$14.799 million to \$38.199 million. This increase reflected a \$23.400 million equity injection received in 2000–2001. The bulk of this injection was for digital conversion

SBS ACCOUNTING MANUAL

SBS's financial policies and procedures are contained in the SBS Accounting Manual. This manual is widely distributed within SBS, both in written form and on the Intranet. Updates occur frequently throughout the year.

RISK MANAGEMENT PLAN

The SBS Risk Management Plan was revised during the year. It builds on the increased emphasis being given to the area of risk management planning within the organisation. The aim is to increase the integration of risk management into all areas of SBS's business operations. A risk management training program is being conducted for key staff.

BRIDES OF KHAN



INTERNAL AND EXTERNAL SCRUTINY

During 2000–01, the Corporation continued with its Corporate Governance policy of reviewing all relevant legislation and ensuring compliance where appropriate. In addition, a Corporate Governance Workshop was conducted in February 2001 for Board Members and Executive staff.

The audit of the annual financial statements is carried out by the Australian National Audit Office (ANAO). The ANAO gave an unqualified opinion on the 2000–01 financial statements of the Corporation.

SBS participated in four ANAO benchmarking studies. These were on the finance function, public sector travel, fraud control and internal audit. SBS received the reports on these activities, including detailed information on SBS's performance against the sampled population. In general, SBS performed well above the benchmark measures.

The Internal Audit program was conducted by Deloitte Touche Tohmatsu on a contract basis. The company performed audits in accordance with the

audit plan approved by the Audit and Finance Committee. In all cases, the results were satisfactory with recommendations for improvements to the control environment brought to management's attention. The audits conducted in 2000–01 were: Television Operations, Assets, Computing Information Systems, New Media/Multimedia, Radio Sydney, SBS Independent, **ICAM**, Subtitling, Language Services, Delegations, Pay TV Service Agreements, Superannuation, Management of Contractors, Finance, Television Production, Radio Melbourne, and Policy.

AUDIT AND FINANCE COMMITTEE

The SBS Audit and Finance Committee met four times during the year and considered audits conducted by both the Australian National Audit Office and the internal auditors, Deloitte Touche



SBS Radio News and the current affairs program World View produced 10,000 news stories, interviews and features in 2000-01.

Tohmatsu. In addition to reviewing the findings and recommendations of the audits conducted, the Audit and Finance Committee considered and gave direction on a wide range of issues during the year including the approval

of the annual internal audit program and discussion of the strategy for the preparations for the financial statements audit.

The following is a list of Audit and Finance Committee attendees, their position within SBS, and the number of meetings they attended:

- Ms Carla Zampatti
Chairman 1 of 1 meeting*
- Mr Neville Roach
Deputy Chairman 2 of 4 meetings
- Ms Nyra Bensimon
Board Member 4 of 4 meetings
- Ms Martine Pop
Board Member 4 of 4 meetings
- Mr Nigel Milan
Managing Director 4 of 4 meetings

* Ms Zampatti deputised for the Audit and Finance Committee Chairman, Mr Neville Roach.

In addition, the external and internal auditors attended the full Board Meetings on two occasions during the year and presented a detailed report on their activities.

MAJOR INVESTING AND FINANCING ACTIVITIES

SBS has borrowings of \$39 million which were used to finance the purchase and refurbishment of its Artarmon premises. Annual interest on this loan to the value of \$4.3 million is paid in quarterly instalments. A sinking fund to partially offset the principal amount has been established. At 30 June 2001 the balance in this fund was \$17.3 million.

In 1999–2000, SBS received \$70 million from the Government's Television Fund to meet the costs of analogue transmission services to areas of Australia with populations over 10,000 that did not have access to the signal. Contracts are now in place for the rollout of these services and funds that are not immediately required are invested in accordance with the investing requirements of the *Special Broadcasting Service Act 1991* and the *Commonwealth Authorities and Companies Act 1997*.

SBS actively manages its finances. This involves preparation of estimates for appropriation and equity injection funding, taking into account movements in the inflation parameter applicable to SBS. SBS also hedges some of its foreign currency liabilities by monitoring foreign exchange movements and liaising with managers as to payment schedules for major purchases. Cash holdings are monitored throughout the year and, where funds are not immediately required for operational activities, investments are made.

INDEMNITIES AND INSURANCE PREMIUMS FOR OFFICERS

As part of its general insurance protection, SBS has a Directors and Officers Liability Insurance Policy in place.

TECHNOLOGY

SBS New Media develops and supports the data infrastructure for SBS's television inventory systems, the organisation's PCs, its file and print services, as well as its e-mail and Internet services.

The continued upgrade of SBS's newsroom automation systems included expanded development of Internet technologies in research and program making facilities. New systems to distribute digital media were investigated, including the successful 'phone cam' technology where video was captured on lap top computers and distributed via the Internet to SBS where it was broadcast on

SBS Television's **WORLD NEWS**. Phone cam stories were filed from Bougainville, Kiribati and Israel.

Another initiative was the transfer of audio material over the Internet from international locations. Several SBS Radio language programs used these inexpensive transfer technologies instead of costly ISDN lines and this practice will be expanded in 2001-02.

During the year, New Media chose a company to supply and develop a new television program management system that is more open and flexible and incorporates several new innovations. The new system is expected to be fully installed by the end of 2001. No new system to replace SBS's current traffic and sales system has been identified.



CORPORATE SERVICES

Work associated with the proposed relocation of SBS in Melbourne to Federation Square continued with the finalisation of the design drawings and fit-out plans. Negotiations over the Agreement for Lease and the Lease were also well advanced. Tenders for the tenancy fit out were called during June 2001.

In the Sydney premises at Artarmon, facilities to accommodate digital broadcasting were completed and key areas of the building's support infrastructure for Television were upgraded to handle the additional electrical and air conditioning requirements.

Repairs and maintenance to the exterior of the Artarmon building, including the car park, addressed limited areas of concrete cancer. Air conditioning improvements were carried out in SBS's computer room and in the Television operational areas, perimeter glazing was upgraded to meet current safety and impact resistance standards, the lightning protection system for

the building was upgraded to provide coverage of the entire site, and the building's drainage system was replaced.

Energy management initiatives, consistent with the Government's policy regarding the reduction of greenhouse gases, were undertaken in conjunction with building upgrade works. These included: variable speed drives installed on air-conditioning fans for greater efficiency; the capacity within the new digital facilities to run on 100% outside air, to provide free cooling when outside conditions permit; and a total review of the air-conditioning control system to identify areas for improvement.

Business Activities

TELEVISION ADVERTISING AND SPONSORSHIP

Gross revenue for SBS Television advertising and sponsorship in 2000–01 was \$20 million. This was achieved in a very difficult advertising environment. In particular, the Sydney Olympics siphoned off huge advertising revenue to the Seven Network. Added to this, an economic downturn and industry concerns about the new television ratings system resulted in a major nationwide slump in spending on advertising.

During the year, SBS Marketing maintained most of its major advertising customers and forged several new business relationships. Revenue came from a broad range of clients, but automotive, telecommunications, financial services and government advertising remained the core of SBS's revenue base.

SBS's regular audience and market research was augmented by additional media research of viewers with 'light' and 'medium' television viewing habits and those from non-English-speaking backgrounds, particularly in regard to purchase and consumption patterns. There also were technology upgrades, regular sales promotion, and a successful SBS-sponsored daylong seminar, Strategy Force 2001, which was attended by industry leaders.

RADIO ADVERTISING AND SPONSORSHIP

The same external industry and economic factors affected revenue for SBS Radio Marketing. Nevertheless, its gross revenue for 2000–01 was almost \$1.4 million. More than \$0.9 million of this amount came from Federal and State government information campaigns. The advertising campaign to explain the Goods and Services Tax and the Business Activity Statement extended across 16 and 18 languages respectively.

Other Federal Government campaigns included breast screening, job network, and illicit drugs. In Melbourne, a 'No Sweat Shop' campaign produced by SBS Radio was targeted to an estimated 300,000 outworkers, most of whom come from non-English-speaking backgrounds.

In NSW, the first half of the financial year was dominated by Olympics advertising, with campaigns for SOCOG, the Olympic Coordinating Authority and the Olympic Roads and Traffic Authority. Post-Olympic campaigns have included water and energy conservation, fair trading, and an anti-drug campaign.

SBS MERCHANDISING

SBS's retail agreement with Dymocks, centred mostly on companion books to documentaries and cooking series, saw successful retail sales of 14 program-related or SBS-branded products. Of these, the most successful were **NOTES FROM A SMALL ISLAND**, **THE CELTS**, **KEN HOM TRAVELS WITH A HOT WOK**, **SOPHIE GRIGSON'S HERBS**, **THE GREEKS**, **TALES FROM A SUITCASE**, and **500 NATIONS**.

The most popular Weather Watch CDs were **SEVENTH HEAVEN / GOVI**, **NOVEAU FLAMENCO / LIEBERT OTTMAR**, **ROUGH GUIDE TO CLASSIC JAZZ**, **IRISH TENORS LIVE** and **MEDITATION ON PACHELBEL'S CANON/CONTINUO**.

SBS branded products included the **SBS WORLD GUIDE 8TH EDITION** and the **SBS AUSTRALIAN ALMANAC 2001** as well as the book and videos from the series **TALES FROM A SUITCASE**. In-house based innovations included the relaunch of SBS video and SBS-branded CDs.

PROGRAM SALES

More than 100 programs, subtitled by SBS, were sold to the local and international film markets in 2000–01.

Various series of **A FORK IN THE ROAD** were widely sold overseas, including to Switzerland, Canada, Spain, Portugal, New Zealand, Singapore, and to European distributor, GmbH. Other sales included **THE FOOD LOVERS' GUIDE TO AUSTRALIA**, **THE WINE LOVERS' GUIDE TO AUSTRALIA**, **THE LAST PARADISE**, **MIMIH KONWUK** and **ROMANOV**.

The marketing of SBS local production and some external programs to international and local broadcasters and the educational video market is handled by specialist distributors Jennifer Cornish Media (for international and national broadcast sales) and Marcom Projects (for Australian

educational video sales). Programs added to the education catalogue included: **EMPIRES: NAPOLEON** and **EMPIRES: ISLAM**.

SBS LANGUAGE SERVICES

SBS Language Services, which returned revenue of \$1.185 million in 2000–01, specialises in more than 60 languages, providing voice-overs, subtitling, re-narration, re-captioning, translations and typesetting for print and electronic media, and multilingual talent for national and international clients.

Among the services provided this year were subtitling and re-voicing of corporate videos; translating and typesetting brochures for government health organisations, museums, banks, advertising agencies and community organisations; translating corporate material for a variety of companies and government departments; re-versioning multimedia presentations, CD Roms and websites for corporations, universities and government organisations; and interpreting.



SBS Radio each day produces 36 news bulletins in different languages and programming that mixes current affairs, interviews, sport and music.

SPONSORSHIPS

During the year, SBS maintained sponsorship alliances with a number of organisations and festivals, providing on-air support through promotional advertisements. They included: Historic Houses Trust with the exhibitions **SYDNEY AT FEDERATION** and **SYDNEY HARBOUR** both at the Museum of Sydney, and **AN ENCOUNTER WITH SIGNOR AUGUSTO LORENZINI: ITALIAN ARTIST DECORATOR** at Elizabeth Bay House; the Snowy Mountains Authority and its 50th anniversary photographic exhibition, **A VISION FOR AUSTRALIA**, at the State Library of New South Wales; Canberra's Multicultural Festival; The Melbourne Festival; Musica Viva; the Powerhouse Museum and the Dutch Consulate and the exhibitions **ANNE FRANK – A History for Today** and **COURAGE TO CARE**; and Harmony Day, organised by the Department of Immigration and Multicultural Affairs.

SBS NEW MEDIA

New Media's 'Strategic Partnerships' are both creative and commercial, providing sources of new content, innovative technical solutions and sponsorship support for new media activities. These partnerships, between content providers, infrastructure providers and the public sector, include:

SBS – CINEMEDIA

Aimed at enhancing SBS's New Media capabilities and supporting Victoria's independent multimedia production sector, the accord's first co-funded project will foster the State's culturally diverse musical artists by the professional recording of audio and video for digital publishing by SBS.

SBS – THE VICTORIAN CULTURAL COLLABORATION

The agreement between SBS and Museum Victoria, The National Gallery Of Victoria Cinemedia, Victoria Arts Centre Trust, The Library Board Of Victoria, The Victorian College Of The Arts, Royal Botanic Gardens Melbourne, and Australian Forum For Cultural Diversity will enable the online publication of unique combinations of content. The SBS website will publish a range of interactive cultural, artistic, and educational community projects. The first venture, 'Gold', which celebrates the 150th anniversary of the discovery of gold, is scheduled to be published on the SBS website in July 2001.

The SBS World Guide database, produced with publisher Hardie Grant, and soccer news content, produced with Sportal Australia, are two other strategic partnerships. SBS's news website, www.theworldnews.com.au, is sponsored by AXA Australia.

During 2000–01, SBS New Media was an active participant in interactive television trials. In the ICE Interactive platform trial conducted in 150 homes in Orange NSW, SBS was the first national network to demonstrate the deployment of live content from radio and television newsrooms to interactive set-top boxes. SBS also joined the Optus trial of digital interactive subscriber television.

Sun Microsystems and SBS New Media formed an infrastructure alliance to develop an end-to-end technical solution for publishing interactive content to the Multimedia Home Platform (MHP) for digital

television. SBS was involved with Sun Microsystems in the research and development efforts to produce a series of interactive applications to enhance news, current affairs, sport and educational programs on digital television. SBS New Media also explored innovative production techniques with Hewlett Packard to provide webcasts of the AFI and Walkley Awards.

With more than 800 items of soccer merchandise theworldgame Shop was launched in June. It was jointly developed with established e-commerce retailer, TheSportsShop Pty Ltd.

SCENT OF GREEN PAPAYA



SBS AND PAY TV

Multilingual Subscriber Television Limited (MSTL), a wholly owned subsidiary company of SBS, maintained its 40% shareholding in PAN TV Ltd. The other shareholders are Australian Capital Equity and Australian Provincial Newspapers.

PAN TV produces a multilingual movie channel (the World Movies Channel) that is sold to Australian pay TV operators Foxtel, Austar and Optus Vision. PAN TV is performing well against its business plan.

MSTL's current corporate plan identifies three key objectives. These relate to meeting the changing needs of Australian audiences, good resource management, and the need to continue to explore business activities relevant to the MSTL charter. MSTL continues to perform according to its objectives.

Financial Statements

INDEPENDENT AUDIT REPORT



To the Minister for Communications, Information Technology and the Arts

SCOPE

I have audited the financial statements of the Special Broadcasting Service Corporation for the year ended 30 June 2001. The financial statements include the consolidated financial statements of the economic entity comprising the Special Broadcasting Service Corporation and the entities it controlled at the year's end or from time to time during the year. The statements comprise:

- Statement by Directors;
- Statement of Financial Performance;
- Statement of Financial Position;
- Statement of Cash Flows;
- Schedule of Commitments;
- Schedule of Contingencies, and
- Notes to and forming part of the financial statements.

The members of the Board are responsible for the preparation and presentation of the financial statements and the information they contain. I have conducted an independent audit of the financial statements in order to express an opinion on them to you.

The audit has been conducted in accordance with Australian National Audit Office Auditing Standards, which incorporate the Australian Auditing Standards, to provide reasonable assurance as to whether the financial statements are free of material misstatement. Audit procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial statements, and the evaluation of accounting policies and significant accounting estimates. These procedures have been undertaken to form an opinion whether, in all material respects, the financial statements are presented fairly in accordance with Australian Accounting Standards, other mandatory professional reporting requirements and statutory requirements in Australia so as to present a view which is consistent with my understanding of the Special Broadcasting Service Corporation and the economic entity's financial position, the results of their operations and their cash flows.

The audit opinion expressed in this report has been formed on the above basis.

AUDIT OPINION

In my opinion,

- (i) the financial statements have been prepared in accordance with the Schedule 1 of the Commonwealth Authorities and Companies (Financial Statements 2000–2001) Orders;
- (ii) the financial statements give a true and fair view, in accordance with applicable Accounting Standards, other mandatory professional reporting requirements and Schedule 1 of the Commonwealth Authorities and Companies (Financial Statements 2000–2001) Orders, of the financial position of the Special Broadcasting Service Corporation and the economic entity as at 30 June 2001 and the results of their operations and their cash flows for the year then ended.

Australian National Audit Office

A handwritten signature in black ink, appearing to read 'Paul Hinchey', is written over a horizontal line.

Paul Hinchey
Senior Director

Delegate of the Auditor-General

Sydney
31 August 2001

STATEMENT BY DIRECTORS

In our opinion, the attached financial statements give a true and fair view of the matters required by Schedule 1 of the *Commonwealth Authorities and Companies (Financial Statements 2000–2001) Orders* made under the *Commonwealth Authorities and Companies Act 1997* for the year ended 30 June 2001.



Signed
Carla Zampatti
Chairman



Signed
Nigel Milan
Managing Director

31 August 2001

31 August 2001

STATEMENT OF FINANCIAL PERFORMANCE

for the year ended 30 June 2001

	Notes	Consolidated		Corporation	
		2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000
Revenues from ordinary activities					
Revenues from government	5(a)	123,870	107,586	123,870	107,586
Sales of goods and services	5(b)	24,894	27,143	24,534	26,783
Interest	5(c)	2,944	2,220	2,821	2,191
Reversals of previous asset write-downs	5(d)	78	84	78	84
Proceeds from disposal of assets	5(e)	9	1	9	1
Other	5(f)	24,865	4,519	24,865	3,417
Total revenues from ordinary activities		176,660	141,553	176,177	140,062
Expenses from ordinary activities					
Employees	6(a)	52,373	51,235	52,373	51,235
Suppliers	6(d)	100,652	71,375	100,644	71,365
Depreciation and amortisation	6(e)	7,281	4,088	7,281	4,088
Write-down of assets	6(f)	436	264	436	264
Disposal of Assets	5(e)	62	30	62	30
Net foreign exchange loss (non-speculative)		24	25	24	25
Total expenses from ordinary activities		160,828	127,017	160,820	127,007
Borrowing costs expense	7	4,313	4,501	4,313	4,501
Share of net profits / (losses) of associates accounted for using the equity method	8(c)(xii)	326	71	–	–
Net operating surplus from ordinary activities	4	11,845	10,106	11,044	8,554
Net surplus attributable to the Commonwealth		11,845	10,106	11,044	8,554
Net credit (debit) to asset revaluation reserve	9(xiii), 9(d)	5,666	–	5,666	–
Total revenues, expenses and valuation adjustments recognised directly in equity	14	5,666	–	5,666	–
Total changes in equity other than those resulting from transactions with owners as owners.		17,511	10,106	16,710	8,554

STATEMENT OF FINANCIAL POSITION

as at 30 June 2001

		Consolidated		Corporation	
		2001	2000	2001	2000
	Notes	\$'000	\$'000	\$'000	\$'000
ASSETS					
Financial assets					
Cash	8(a)	2,547	4,656	2,420	3,592
Receivables	8(b)	7,850	6,477	11,516	9,044
Investments accounted for using the equity method	8(c)	2,639	2,313	–	
Investments – other	8(c)	77,822	82,769	75,312	82,769
Total financial assets		90,858	96,215	89,248	95,405
Non financial assets					
Land and buildings	9(a),(d),(e)	46,851	38,358	46,851	38,358
Plant and equipment	9(b),(d),(e),(f)	30,190	21,197	30,190	21,197
Inventories	9(g)	15,419	12,108	15,419	12,108
Intangibles	9(c),(d),(e)	914	275	914	275
Other	9(h)	6,660	5,730	6,660	5,730
Total non-financial assets		100,034	77,668	100,034	77,668
Total assets		190,892	173,883	189,282	173,073
LIABILITIES					
Interest bearing liabilities					
Loans	10(a)	21,744	24,013	21,744	24,013
Leases	10(b)	500	866	500	866
Total interest bearing liabilities		22,244	24,879	22,244	24,879
Provisions					
Capital use charge	1(u)	115	–	115	–
Employees	11(a)	13,476	13,675	13,476	13,675
Total Provisions		13,591	13,675	13,591	13,675
Payables					
Suppliers	12(a)	7,243	7,347	7,239	7,342
Grants	12(b)	34	35	34	35
Other	12(c)	62,629	74,334	62,629	74,334
Total payables		69,906	81,716	69,902	81,711
Total liabilities		105,741	120,270	105,737	120,265
EQUITY					
Parent entity interest					
Capital	14	38,199	14,799	38,199	14,799
Reserves	14	15,722	10,056	15,722	10,056
Accumulated surplus	14	31,230	28,758	29,624	27,953
Total parent entity interest		85,151	53,613	83,545	52,808
Total equity		85,151	53,613	83,545	52,808
Current liabilities		55,142	41,898	55,138	41,893
Non-current liabilities		50,599	78,372	50,599	78,372
Current assets		57,487	28,971	54,849	26,807
Non-current assets		133,405	144,912	134,433	146,266

STATEMENT OF CASH FLOWS

for the year ended 30 June 2001

	Notes	Consolidated 2001 \$'000	2000 \$'000	Corporation 2001 \$'000	2000 \$'000
OPERATING ACTIVITIES					
Cash received					
Appropriations	1(f), 5(a)	120,593	110,986	120,593	110,986
Sales of goods and services		27,073	25,132	26,677	24,772
Interest		6,454	847	6,332	818
Grants		-	297	-	297
GST recovered from taxation authority		5,941	-	5,976	-
Other		-	70,000	-	70,000
Total cash received		160,061	207,262	159,578	206,873
Cash used					
Employees		(52,572)	(49,038)	(52,572)	(49,038)
Suppliers		(100,990)	(72,174)	(100,980)	(72,167)
Borrowing costs		(4,313)	(4,501)	(4,313)	(4,501)
Total cash used		(157,875)	(125,713)	(157,865)	(125,706)
Net cash from operating activities	13	2,186	81,549	1,713	81,167
INVESTING ACTIVITIES					
Cash received					
Proceeds from sales of property, plant and equipment		9	1	9	1
Dividends		1,100	-	-	-
Investments		31,436	-	31,436	-
Total cash received		32,545	1	31,445	1
Cash used					
Purchase of property, plant and equipment	9(d)	(23,023)	(5,033)	(23,023)	(5,033)
Purchase of investments	8(c)	(26,393)	(79,601)	(23,883)	(79,601)
Total cash used		(49,416)	(84,634)	(46,906)	(84,634)
Net cash used by investing activities		(16,871)	(84,633)	(15,461)	(84,633)
FINANCING ACTIVITIES					
Cash received					
Equity appropriation	5(a)	23,400	9,999	23,400	9,999
Total cash received		23,400	9,999	23,400	9,999
Cash used					
Capital use charge paid	1(u)	(9,258)	(6,389)	(9,258)	(6,389)
Repayments of debt	10(a)	-	(2,700)	-	(2,700)
Payment to sinking fund	10(a)	(1,200)	(3,200)	(1,200)	(3,200)
Finance lease payments	10(b)	(366)	(349)	(366)	(349)
Total cash used		(10,824)	(12,638)	(10,824)	(12,638)
Net cash from (used by) financing activities		12,576	(2,639)	12,576	(2,639)
Net increase in cash held		(2,109)	(5,723)	(1,172)	(6,105)
Cash at the beginning of the reporting period		4,656	10,379	3,592	9,697
Cash at the end of the reporting period	8(a)	2,547	4,656	2,420	3,592

The above statement should be read in conjunction with the accompanying notes.

SCHEDULE OF COMMITMENTS

as at 30 June 2001

		Consolidated		Corporation	
	Notes	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000
BY TYPE					
CAPITAL COMMITMENTS					
Plant and equipment		3,978	7,871	3,978	7,871
Total capital commitments		3,978	7,871	3,978	7,871
OTHER COMMITMENTS					
Transmission facilities	(i)	170,194	144,331	170,194	144,331
Analogue extensions	1(i)	80,526	–	80,526	–
Operating leases	(ii)	2,930	5,388	2,914	5,368
Other commitments	(iii)	18,832	20,139	18,832	20,139
Total other commitments		272,482	169,858	272,466	169,838
Total commitments payable		276,460	177,729	276,444	177,709
COMMITMENTS RECEIVABLE					
Transmission facilities	(i)	144,950	137,643	144,950	137,643
Operating leases		3,648	5,165	3,648	5,165
Advertising and sponsorship		1,913	4,581	1,913	4,581
Services to related corporations		445	195	445	195
Other Commitments	(iii)	24,519	659	24,519	659
Total commitments receivable		175,475	148,243	175,475	148,243
Net commitments		100,985	29,486	100,969	29,466
BY MATURITY					
All net commitments					
One year or less		32,433	26,223	32,424	26,215
From one to five years		25,040	4,765	25,033	4,753
Over five years		43,512	(1,502)	43,512	(1,502)
Net commitments		100,985	29,486	100,969	29,466
Operating lease commitments					
One year or less		984	3,506	975	3,498
From one to five years		(1,134)	1,882	(1,141)	1,870
Over five years		(568)	–	(568)	–
Operating lease commitments		(718)	5,388	(734)	5,368

NB: Commitments are GST inclusive where relevant.

- (i) Transmission facilities commitments include future expenditure and amounts receivable for digital transmission services.
- (ii) Operating leases comprise:
 - a lease for office accommodation;
 - leases of computer equipment; and
 - leases of motor vehicles.
- (iii) As at 30 June 2001, other commitments comprises amounts in respect of program, production, operational costs, and net GST recoverable from the taxation authority, which relate to these commitments.

SCHEDULE OF CONTINGENCIES

as at 30 June 2001

	Note	Consolidated		Corporation	
		2001	2000	2001	2000
		\$'000	\$'000	\$'000	\$'000
CONTINGENT LOSSES					
Claims for damages / costs	(iv)	260	-	260	-
Total contingent losses		-	-	-	-
CONTINGENT GAINS					
Claims for damages / costs		-	-	-	-
Total contingent gains		-	-	-	-
Net contingencies		260	-	260	-

(iv) The Corporation is presently a defendant in several cases. The amounts represent the Corporation's liability if unsuccessful.

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS

for the year ended 30 June 2001

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- | | |
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1. Summary of significant accounting policies

(a) Basis of accounting

The financial statements are required by clause 1(b) of Schedule 1 of the *Commonwealth Authorities and Companies (Financial Statements 2000–2001) Orders*, and are a general purpose financial report.

The statements have been prepared in accordance with the above Orders for the preparation of financial statements in relation to the financial year ending on or after 30 June 2001. The financial statements have been prepared in accordance with Australian Accounting Standards and Accounting Interpretations issued by Australian Accounting Standards Boards, other authoritative pronouncements of the Boards (Accounting Guidance Releases) and the Consensus Views of the Urgent Issues Group. The financial statements have also been prepared having regard to Statements of Accounting Concepts and the Guidance Notes issued by the Department of Finance and Administration.

The financial statements have been prepared on an accrual basis, and are in accordance with historical cost convention, except for certain assets which, as noted, are at valuation (see note 9).

(b) Changes in accounting policy

Accounting policies are selected and applied in a manner which ensures that the resulting financial information satisfies the concepts of relevance and reliability, thereby ensuring that the substance of the underlying transactions or other events is reported. Significant accounting policies adopted in the preparation and presentation of the financial report are identified in this note.

Changes in accounting policy are identified in this note under their appropriate headings.

(c) Principles of consolidation

The consolidated financial statements of the economic entity include (a) the assets and liabilities of the Corporation and the entity it controlled at the end of the financial year, and (b) the results of the Corporation and the entity it controlled during the year. The effect of all transactions between entities in the economic entity and inter-entity balances are eliminated in full.

(d) Equity accounting of associated companies

The principles of equity accounting have been applied in respect of associated companies. Associated companies are those companies over which the economic entity exercises significant influence but not control.

Using the equity method, the Corporation has recognised through its controlled entity, Multilingual Subscriber Television Ltd (MST Ltd), the share of profit (loss) of its associate, PAN TV Ltd, as revenue (expense) in its Statement of Financial Performance, and its share of movements in reserves in consolidated reserves. Equity information is disclosed in notes 8(c) and 14. MST Ltd's investment in the associated entity, PAN TV Ltd, is accounted for in accordance with AASB 1016 "Accounting for investments in associates".

(e) Reporting by outcomes

A comparison of Budget and Actual figures by outcome specified in the Appropriation Acts relevant to the Corporation is presented in note 2.

(f) Appropriations

Under the accruals framework, Parliament appropriates moneys to the Corporation as revenue appropriations, as loan appropriations and as equity injections

Revenue appropriations – Output Appropriations

Revenues from government are revenues of the core operating activities of the Corporation. Appropriations from government for outputs are recognised as revenue to the extent that they have been received into the Corporation's bank account.

Non-revenue appropriations – Equity Injections

Appropriations to the Corporation for capital items are recognised directly in equity, to the extent that the appropriation has been received into the Corporation's bank account.

(g) Resources received free of charge

Resources received free of charge are recognised as revenues where their fair value can be reliably measured. Use of the resources is recognised as an expense. In 2001 no resources were provided free of charge.

(h) Other revenue

All revenues from the sales of goods and services relate to the core operating activities of the Corporation and the economic entity.

All other operating revenue arise from non-core operating activities except transmission services which are also included in miscellaneous revenue.

Revenue from the sale of goods and services is recognised when the economic entity has passed control of the goods to the buyer.

Revenue from the rendering of a service is recognised by reference to the stage of completion of the contract or other agreement.

Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

(ii) Grants and other provisions and payables

Grants received from other government agencies, which impact on more than one financial period are matched with the related costs and recognised in the period to which they relate.

Prepayments received, which affect more than one financial period are matched with the related costs and recognised in the period to which they relate.

In 2000, the Corporation received \$70 million from the TV Fund and \$3.4 million (from government appropriation) to provide analogue extensions to regional Australia over the next twelve years. The amount received, including interest accrued on this amount, is only recognised as revenue when the related expenditure is incurred. Refer to notes 5(f), 6(d), 8(c)(x) and 12(c).

(j) Employee entitlements

(i) Provision for long service leave

The provision for long service leave is measured at the present value of estimated future cash flows to be made in respect of all employees at 30 June 2001. In determining the present value of the liability, attrition rates have been taken into account. In 2000 the liability to pay long service leave entitlements was recognised in respect of all employees after three years' eligible service, and those with three to four years' service discounted by half. In 2001 the liability to pay long service leave is recognised for all employees, and discounted according to the number of years' service for each employee – see note 11(a). The amount expected to be payable within twelve months is shown as a current liability, and the balance as a non-current liability.

(ii) Provision for recreation leave

Provision is made for the value of entitlements accrued as at balance date and includes the annual leave bonus component payable in accordance with the SBS Award. The amount expected to be payable within twelve months is shown as a current liability.

(iii) Provision for redundancies

Provision is made for redundancies for employees or employee numbers identified at balance date, which can be reliably measured. The provision does not include long service leave or annual leave paid on termination. These are included in the respective provisions.

(iv) Sick leave

No provision is made for sick leave in the financial statements as sick leave taken by employees is expected to be less than future entitlements. This assessment is made for all employees on a group basis.

(v) Provision for superannuation on accrued recreation and long service leave

Provision is made for recognition of employer (CSS and PSS) superannuation contributions payable in respect of accrued leave liabilities. The provision is calculated using a percentage of employer CSS and PSS contributions on accrued leave estimated to be taken during the employees' period of service, and is applied to accrued leave liabilities. Refer also to note 1(k).

(k) Superannuation

(i) Employees of the Corporation contribute directly to either (a) the Commonwealth Superannuation Scheme (CSS), or (b) the Public Sector Superannuation Scheme (PSS), by way of fortnightly salary deductions.

(ii) Employees of the Corporation are employed under Section 54 of the Special Broadcasting Service Act 1991, and the Corporation is required to contribute the employer component of the Superannuation Schemes. Current employer contribution rates are 25.1% of salary (CSS) and 13.2% of salary (PSS). Refer also to note 1(j).

(iii) The Corporation also contributes superannuation in respect of contract staff engaged under Section 44 of the Special Broadcasting Service Act 1991, in accordance with the superannuation guarantee legislation. The contributions are included in the cost of the contract (see note 6d).

(l) Leases

A distinction is made between finance leases, which effectively transfer from the lessor to the lessee substantially all the risks and benefits incidental to ownership of leased assets, and operating leases under which the lessor effectively retains all such risks and benefits.

Where a non-current asset is acquired by means of a finance lease, the asset is capitalised at the present value of the minimum lease payments at the inception of the lease, and a liability for lease payments recognised at the same amount. Lease payments are allocated between the principal component and the interest expense.

Finance lease assets are amortised on a straight line basis over their estimated useful lives to the Corporation.

Lease payments for operating leases, where substantially all the risks and benefits remain with the lessor, are charged as expense in the periods in which they are incurred.

(m) Cash flows

For the purpose of the Statement of Cash Flows, cash includes cash on hand and deposits held at call with a bank or financial institution.

(n) Financial instruments

Accounting policies in relation to financial instruments are disclosed in note 15.

(o) Acquisition of assets

Assets acquired are recorded at the cost on acquisition, being the purchase consideration determined as at the date of acquisition.

(p) Property, plant and equipment

Asset recognition threshold

Items are classified as non-current assets when:

- (i) the cost of acquisition is in excess of \$2000;
- (ii) they are non-consumable in nature; and
- (iii) the estimated useful life is in excess of 12 months.

Revaluations

The Corporation implements progressive revaluations of all property, plant and equipment over successive three year periods in accordance with the "deprival" method of valuation as required by Schedule 1.

The requirements of Schedule 1 are being implemented as follows:

- Freehold land was revalued as at 30 June 2001;
- Buildings on freehold land were revalued as at 30 June 2001;
- Leasehold improvements have been revalued as at 1 July 1999;
- Plant and equipment, whether at cost or under finance lease, were revalued at 30 June 2001; and
- Intangible assets were revalued as at 30 June 2001.

In accordance with the deprival methodology, land is measured at its current market price. Property, plant and equipment, other than land, is recognised at its depreciated replacement cost.

Depreciation

Property, plant and equipment, other than freehold land, is depreciated over their estimated useful lives to the Corporation using the straight line method of depreciation.

Depreciation / amortisation rates (useful lives) and methods were reviewed during the 2000-01 financial year.

Depreciation and amortisation rates applying to each class of depreciable asset are based on the following useful lives:

Class of non financial asset	2000-2001		1999-2000	
		Avg		Avg
Buildings	40 years	40	40 years	40
Leasehold improvements	Lease term		Lease term	
Plant & equipment	3 to 20 years	10	3 to 20 years	13
Intangibles	5 to 7 years	6	5 years	5

The aggregate amount of depreciation allocated for each class of asset during the reporting period is disclosed in note 6(e). As a result of a review of useful life of assets in 2000-2001, the depreciation of assets have increased by \$2,275,163 in 2000-2001.

Recoverable amount test

The carrying amount of property, plant and equipment is reviewed annually to ensure it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed on the basis of expected net cash flows which will be received from the assets' employment and subsequent disposal. The expected net cash flows from future appropriations by the Parliament, have been discounted to their present value in determining the recoverable amount.

No write-down to the recoverable amount has been made in 2001.

(q) Amortisation

(i) Current assets

Purchased program stocks and commissioned programs are valued at cost and amortised at 90% after first screening and 10% after second screening, or fully amortised upon expiration of rights. Certain program purchases not categorised as program stocks or commissioned programs are expensed at the time of purchase. Costs of internally produced programs are expensed as incurred.

Amortisation of program stocks and commissioned programs is shown in note 6(d).

(ii) Non-current assets

Leasehold improvements are amortised on a straight line basis over the shorter of either the unexpired period of the lease or the estimated useful life of the improvements.

Intangible assets are amortised on a straight line basis over their estimated useful lives.

(r) Merchandising stocks

Merchandising stocks are valued at lower of cost or net realisable value. Costs have been assigned to inventory quantities on hand at balance date using the first in first out basis.

(s) Taxation

The Corporation and its controlled entity, Multilingual Subscriber Television Ltd (MST Ltd), are not subject to income tax. A ruling was sought in 1998 from the Australian Tax Office, which confirmed the tax exempt status of MST Ltd.

The Corporation and its controlled entity, Multilingual Subscriber Television Ltd (MST Ltd), are subject to fringe benefits tax.

(t) Goods and Services Tax

Revenues, expenses and assets are recognised net of the amount of goods and services tax (GST), except:

- (i) where the amount of GST incurred is not recoverable from the taxation authority, it is recognised as part of the cost of acquisition of an asset or as part of an item of expense; or
- (ii) for receivables and payables which are recognised inclusive of GST.

The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payables.

(u) Capital Use Charge

The Capital Use Charge (CUC) is a charge levied on Commonwealth General Government Sector agencies and authorities. The Capital use charge payment is based on the Departmental net assets of the Corporation as at 30 June. The rate of the charge is currently 12% in 2001 and will be reduced to 11% in 2002. The rate is calculated at the return on a risk free investment (the long term bond rate, presently 6%) plus a margin for risk of 6%.

(v) Foreign currency

Transactions denominated in a foreign currency are converted at the effective exchange rate on the date of the transaction. Exchange gains and losses are reported in the Statement of Financial Performance.

(w) Receivables

Credit terms for receivables for goods and services are net 45 days for advertising debtors and 30 days for other debtors.

A provision is raised for doubtful debts based on a review of all outstanding amounts at year end. Bad debts are written off during the period in which they are identified.

(x) Bank loans

Bank loans are recognised at their principal amounts. Interest is expensed as it accrues.

(y) Commonwealth loans (borrowings from future appropriations)

A loan of \$4,500,000 from the Commonwealth was recognised in 1996–97. The balance of \$2,700,000 was repaid in full in 2000.

(z) Borrowing costs

All borrowing costs are expensed as incurred.

(aa) Trade creditors

Creditors and accruals are recognised at their nominal amounts, being the amounts at which the liabilities will be settled. Liabilities are recognised to the extent that the goods or services have been received, irrespective of having been invoiced. Settlement is usually made net 30 days.

(ab) Comparative figures

Comparative figures are, where applicable, restated to reflect the current year presentation of the financial statements.

(ac) Rounding

Amounts are rounded to the nearest \$1,000 except in relation to the remuneration of officers, directors, and auditors – see notes 6(b), 6(c) and 6(d)(vii) – or where otherwise specifically stated.

2. Reporting by segments and outcomes

Reporting by segments

The economic entity operates Radio and Television services within the broadcasting industry. Geographically the economic entity operates entirely within Australia.

The Corporation is structured to meet one outcome:

Outcome 1: Provide multilingual and multicultural services that inform, educate and entertain all Australians and in so doing reflect Australia's multicultural society.

Reporting by Outcome for 2000–2001

	Note	Outcome	
		Budget \$'000	Actual \$'000
Net Cost to Budget Outcome	(v)	111,998	112,826
Outcome specific assets		172,564	189,282
Assets that are not outcome specific		–	–

(v) The "Net Cost to Budget Outcome" shown includes intra-government costs that are eliminated in calculating the overall Budget Outcome.

3. Economic dependency

The Corporation is dependent on Parliamentary appropriations to be viable as a going concern.

4. Operating surplus

The Corporation's operating surplus before payment of the capital use charge is **\$11.044 million**. The operating result is **\$1.671 million** after providing for the capital use charge payable.

5. Operating revenues

	Consolidated		Corporation	
	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000
5(a) Revenues from Government				
Annual Appropriation Act No. 1 – basic appropriation	114,698	106,344	114,698	106,344
Annual Appropriation Act No. 2 – equity injection	23,400	7,899	23,400	7,899
Annual Appropriation Act No. 3 – appropriation – additional estimates	5,895	5,542	5,895	5,542
Annual Appropriation Act No. 4 – equity injection – additional estimates	–	1,200	–	1,200
Parliamentary appropriations received	143,993	120,985	143,993	120,985
Less equity injections	(23,400)	(9,999)	(23,400)	(9,999)
Plus (less) appropriation prepayment received	3,400	(3,400)	3,400	(3,400)
Less appropriation received for prior year capital use charge receivable	(123)	–	(123)	–
Total Revenues from Government	123,870	107,586	123,870	107,586

	Notes	Consolidated		Corporation	
		2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000
5(b) Sales of goods and services					
Advertising and sponsorship		20,358	22,813	20,358	22,813
Production services		3,081	3,193	3,081	3,193
Sale of programs and merchandise		973	604	973	604
Services to related corporations – associated company		482	533	122	173
Total sales of goods and services		24,894	27,143	24,534	26,783
Costs of sales of goods	(vi)	5	84	5	84
(vi) Costs of sales of goods relate to a small merchandise inventory held by the Corporation – see note 1(r). Program purchases are not held as inventory held for sale – see note 9(g).					
5(c) Interest					
Deposits		1,964	1,892	1,852	1,863
Other – non government securities		980	328	969	328
Total interest		2,944	2,220	2,821	2,191
5(d) Reversals of previous asset write-downs					
Financial assets					
Receivables					
Goods and services – adjustment to provision for doubtful debts		78	84	78	84
Total reversals of previous asset write-downs		78	84	78	84
5(e) Proceeds and expenses from sale of assets					
Non-financial assets – plant and equipment					
Revenue (proceeds) from sale		9	1	9	1
Expense from sale (carrying amount of assets sold)		(62)	(30)	(62)	(30)
Total		(53)	(29)	(53)	(29)
5(f) Other operating revenue					
Revenue from TV Fund (analogue extensions)	1(i)	23,296	–	23,296	–
Grants	1(i)	541	2,355	541	2,355
Rental Receipts		679	640	679	640
Miscellaneous revenue		349	1,524	349	422
Total other operating revenue		24,865	4,519	24,865	3,417

6. Operating expenses

6(a) Employee expenses

	Notes	Consolidated		Corporation	
		2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000
Basic remuneration for services provided					
Salaries and related expenses		39,901	37,173	39,901	37,173
Employee leave entitlements	1(j)	5,386	6,798	5,386	6,798
Superannuation expenses	1(k)	7,047	6,700	7,047	6,700
Total basic remuneration for services provided		52,334	50,671	52,334	50,671
Separation and redundancy payments		39	564	39	564
Total employee expenses		52,373	51,235	52,373	51,235

6(b) Remuneration of officers

"Officers" are persons engaged by the economic entity who are concerned in, and take part in, the management of the Corporation or economic entity, other than a director. The definition does not include a designated office or position occupied by more than one person during the reporting period.

Remuneration of officers (detailed below) relates to members of the Executive. The remuneration of those officers who have occupied the position of Managing Director or a director of the economic entity during 2000-01 are not included to the extent that they were remunerated as directors of the Corporation or economic entity. Details in relation to those directors are included in note 6(c).

Officers	Consolidated		Corporation	
	2001	2000	2001	2000
Total remuneration in respect of Officers:	\$605,822	\$498,119	\$605,822	\$498,119

The above amounts include remuneration in respect of each officer which is \$100,000 or more during the reporting period. The amounts are included in Employee expenses in note 6(a).

	Officers of the economic entity		Officers of the Corporation	
	2001 Number	2000 Number	2001 Number	2000 Number
The number of Officers who received or were due to receive total remuneration of \$100,000 or more:				
\$120,001 – \$130,000	–	1	–	1
\$150,001 – \$160,000	–	1	–	1
\$160,001 – \$170,000	1	–	1	–
\$180,001 – \$190,000	1	–	1	–
\$210,001 – \$220,000	–	1	–	1
\$260,001 – \$270,000	1	–	1	–

6(c) Remuneration of directors and related party disclosures

Directors

Remuneration of directors includes the remuneration of officers who are also directors of the Corporation or the economic entity. Their remuneration as directors of the Corporation is included below.

	Consolidated		Corporation	
	2001	2000	2001	2000
Total remuneration in respect of directors:	\$1,005,708	\$838,545	\$516,829	\$507,463
Superannuation included in the above remuneration:	\$301,260	\$117,649	\$128,453	\$96,171

The directors of the Corporation's controlled entity Multilingual Subscriber Television Limited (MST Ltd – see note 8c) are appointed from directors and officers of the Corporation. The total remuneration paid by the Corporation to those directors is **\$871,972** (\$691,388 in 2000). They received no additional remuneration for their duties in relation to the controlled entity.

	Directors of the economic entity		Directors of the Corporation	
	2001 Number	2000 Number	2001 Number	2000 Number
The number of directors who received or were due to receive total remuneration between:				
\$Nil – \$10,000	2	–	2	–
\$10,001 – \$20,000	5	6	5	6
\$20,001 – \$30,000	–	2	–	2
\$30,001 – \$40,000	1	1	1	1
\$40,001 – \$50,000	1	–	1	–
\$180,001 – \$190,000	–	1	–	–
\$240,001 – \$250,000	2	–	–	–
\$320,001 – \$330,000	–	1	–	1
\$340,001 – \$350,000	1	–	1	–

The following persons held positions as directors of the Corporation during 2000–01:

Carla Zampatti (Chairman)	
Neville Roach (Deputy Chairman)	Amareswar Galla (retired 10/11/00)
Nigel Milan (Managing Director)	Edward Gregory
Nyra Bensimon	Martine Pop
Peter Carroll	Gerald Stone (appointed 1/12/00)
Joseph Elu (appointed 30/5/01)	Trang Thomas (retired 10/11/00)

The following persons held positions as directors of the Corporation's controlled entity, MST Ltd, during 2000–01:

Carla Zampatti (Chairman)	Maureen Crowe
Nigel Milan	Tuong Quang Luu

Transactions with other related parties

Transactions with other related parties are disclosed in the relevant notes. Unless otherwise stated, transactions between related parties are on normal commercial terms and conditions, which are no more favourable than those available to other parties.

	Notes	Consolidated		Corporation	
		2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000
6(d) Suppliers expenses					
Operating lease rentals		1,527	1,207	1,527	1,207
Supply of goods and services					
Administrative expenses		20,416	21,957	20,412	21,951
Analogue extensions	1(i)	26,552	–	26,552	–
Amortisation of program stocks	1(q)	6,204	6,923	6,204	6,923
Amortisation of commissioned programs	1(q)	4,046	3,866	4,046	3,866
Other program purchases		9,492	8,385	9,492	8,385
Broadcasting facilities		8,836	5,154	8,836	5,154
Translators & transmitters		10,879	13,341	10,879	13,341
Contract staff	1(k)	6,936	6,278	6,936	6,278
Materials and minor items		4,004	2,479	4,004	2,479
Production services		1,691	1,716	1,691	1,716
Audit fees	(vii)	69	69	65	65
Total supply of goods and services		99,125	70,168	99,117	70,158
Total suppliers expenses		100,652	71,375	100,644	71,365
(vii) Audit fees					
Fees for services paid or payable to the Auditor-General for auditing the economic entity's financial statements for the reporting period were \$69,000 (2000 \$69,000). No other services were provided during the reporting period.					
Remuneration for auditing the financial statements		69	69	65	65
Total audit fees		69	69	65	65
6(e) Depreciation / amortisation of non-current assets	(viii)				
Depreciation / amortisation of property, plant, equipment and intangibles		6,723	3,952	6,723	3,952
Amortisation of leased assets		558	136	558	136
Total depreciation / amortisation of non-current assets		7,281	4,088	7,281	4,088
(viii) The aggregate amounts of depreciation and amortisation allocated during the reporting period, as expense for each class of depreciable asset, are as follows:					
Buildings on Freehold Land		923	902	923	902
Leasehold Improvements		81	80	81	80
Plant and Equipment	1(p)	6,160	2,933	6,160	2,933
Intangibles		117	173	117	173
Total allocated		7,281	4,088	7,281	4,088

As a result of a review of useful life of assets in 2000–2001 the depreciation of assets have increased by \$2,275,163 in 2000–2001.

	Notes	Consolidated		Corporation	
		2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000
6(f) Write-down of assets					
Financial assets					
Receivables					
Goods and services – bad debts written off		11	12	11	12
Non-financial assets					
Plant and equipment – write-off	1(p), 9(d)	425	66	425	66
Leasehold improvements – revaluation decrement	9(a)(xiii)	–	186	–	186
Total write-down of assets		436	264	436	264

7. Borrowing Cost Expenses

Bank loan	10(a)	4,261	4,284	4,261	4,284
Commonwealth loan	1(y)	–	144	–	144
Finance charges on lease liabilities	10(b)	52	73	52	73
Total borrowing cost expenses		4,313	4,501	4,313	4,501

8. Financial assets

8(a) Cash					
Cash at bank and on hand		2,547	4,656	2,420	3,592
Balance of cash as at 30 June shown in the Statement of Cash Flows		2,547	4,656	2,420	3,592

		Consolidated		Corporation	
		2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000
8(b) Receivables	Notes				
Goods and services – controlled entity	8(c)(xii)	–	–	3,667	3,667
Goods and services – associated company		51	1,100	51	–
Other goods and services	(ix)	5,597	5,286	5,597	5,286
Total goods and services receivables		5,648	6,386	9,315	8,953
Interest		43	99	42	99
Capital use charge receivable		–	123	–	123
GST receivable		2,212	–	2,212	–
Subtotal		7,903	6,608	11,569	9,175
Less provision for doubtful debts		(53)	(131)	(53)	(131)
Total receivables		7,850	6,477	11,516	9,044
(ix) The majority of goods and services receivable relate to advertising agencies.					
Receivables include receivables:					
Not overdue		7,636	6,257	11,302	8,824
Overdue by:					
– less than 30 days		89	74	89	74
– 30 to 60 days		58	45	58	45
– 60 to 90 days		11	39	11	39
– more than 90 days		109	193	109	193
Total receivables (gross)		7,903	6,608	11,569	9,175

	Notes	Consolidated		Corporation	
		2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000
8(c) Investments					
Non-government securities	(x)	77,822	82,769	75,312	82,769
Shares in controlled entity	(xi)	-	-	-	-
Shares in associated company	(xii)	2,639	2,313	-	-
Total investments		80,461	85,082	75,312	82,769

(x) In 1999–2000, the Corporation received revenue from the TV Fund to provide analogue extensions to regional Australia over the next 12 years. These funds have been invested in non-government securities. Refer also to note 1(i).

(xi) **Investment in controlled entity**

The Corporation subscribed for 5 shares (\$1 each) in Multilingual Subscriber Television Ltd (MST Ltd) in 1994–95. MST Ltd is a wholly owned subsidiary of SBS Corporation. It was incorporated for the purpose of the Corporation's involvement in Pay TV. There were no dividends received by the Corporation from MST Ltd as at 30 June 2001.

Name of entity	Country of incorporation	Interest of Corporation		Contributions to consolidated surplus	
		2001	2000	2001 \$'000	2000 \$'000
Parent Entity					
SBS Corporation	Australia			11,044	8,554
Directly controlled by SBS Corporation					
MST Ltd	Australia	100%	100%	801	1,552
				11,845	10,106

(xii) **Investment in associated company and equity information**

Name of entity	Principal Activity	Ownership Interest 2001	Ownership Interest 2000	Balance Date	Balance Date
PAN TV Ltd	Production and delivery of media services	40%	40%	30 June 2001	30 June 2000

The Corporation's controlled entity (MST Ltd) subscribed for 220,000 shares in PAN TV Ltd in 1994–95, the subscription price deemed to be paid in consideration for a range of services provided by the economic entity to PAN TV Ltd. The purchase consideration for the shares acquired was valued at \$3,667,333, having regard to the price paid by the other investing partners in PAN TV Ltd in acquiring their shares. The equity accounted value of this investment as at 30 June 2001 was \$2,638,836 (2000: \$2,313,150) having regard to the performance of PAN TV Ltd in 2001.

The range of services valued at \$3,667,333, have been fully provided by the Corporation to PAN TV Ltd on behalf of MST Ltd. This amount is shown as a receivable by the Corporation from its controlled entity, MST Ltd, and eliminated on consolidation.

PAN TV Ltd currently provides a "World Movies" Channel to Foxtel, Optus Vision, and Austar under distribution agreements.

(xii) **Investment in associated company and equity information** (Continued)

	2001	2000
	\$'000	\$'000
Cost		
Carrying amount of investment in associated company (at cost)	3,667	3,667
Dividends receivable from associated company	-	-
	3,667	3,667
Equity		
Carrying amount of investment in associated company (at cost)	3,667	3,667
Less share of retained losses	(1,028)	(1,354)
Equity-accounted amount of investment	2,639	2,313
Share of associate's operating profit (loss) before income tax	580	1,097
Share of income tax expense attributable to operating profit	(254)	74
Share of operating profit (loss) after income tax	326	1,171
Dividends receivable from associated company	-	(1,100)
Accumulated results attributable to associate		
1 July 2000	(1,354)	(1,425)
30 June 2001	(1,028)	(1,354)
Movement in the equity accounted investment in associated company		
Investment in associated company 1 July 2000	2,313	2,242
New investments during the year	-	-
Share of operating profit after income tax	326	1,171
Dividend revenue from associated company	-	(1,100)
Disposals during the year	-	-
Investment in associated company 30 June 2001	2,639	2,313
Share of commitments		
Share of operating lease commitments	16	20

9. Non-financial assets

	Notes	Consolidated		Corporation	
		2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000
9(a) Land and buildings	1(p)				
Freehold land – at independent valuation	(xiii)	9,700	8,675	9,700	8,675
Buildings – at independent valuation	(xiii)	46,375	30,825	46,375	30,825
Buildings – at cost		–	497	–	497
Less accumulated depreciation		(9,275)	(1,770)	(9,275)	(1,770)
		37,100	29,552	37,100	29,552
Leasehold improvements					
– at independent valuation	(xiii)	212	212	212	212
Less accumulated amortisation		(161)	(81)	(161)	(81)
		51	131	51	131
Total land and buildings		46,851	38,358	46,851	38,358
9(b) Plant and equipment	1(p)				
Plant and equipment – at independent valuation	(xiii)	51,272	34,253	51,272	34,253
Plant and equipment – at cost		–	7,003	–	7,003
Less accumulated depreciation		(21,692)	(21,405)	(21,692)	(21,405)
		29,580	19,851	29,580	19,851
Plant and equipment under finance lease					
(at independent valuation)	1(l), 10(b), (xiii)	2,084	1,809	2,084	1,809
Less accumulated amortisation		(1,474)	(463)	(1,474)	(463)
		610	1,346	610	1,346
Total plant and equipment		30,190	21,197	30,190	21,197
9(c) Intangibles	1(p)				
Computer software (purchased)					
– at independent valuation	(xiii)	2,110	1,136	2,110	1,136
Computer software at cost		–	203	–	203
Less accumulated amortisation		(1,196)	(1,064)	(1,196)	(1,064)
		914	275	914	275
Total intangibles		914	275	914	275
Total property, plant, equipment and intangibles		77,955	59,830	77,955	59,830

(xiii) All property, plant and equipment (except for leasehold improvements) were revalued in accordance with the deprival method of valuation at 30 June 2001 (see note 1p). Leasehold improvements were revalued in accordance with the deprival method of valuation as at 1 July 1999.

The revaluations for land and building were completed by independent valuers, based on market value for existing usage: Jim Power, AAPI, Certified Practising Valuer – Artarmon, NSW (land and building); Edward J Kinch MRICS AAPI (Senior Valuer) – Craigieburn, Victoria (land).

The revaluation for plant and equipment was made by an independent valuer Simon B O'Leary, AAPI, MSA (Senior Valuer) based on the depreciated replacement cost of the equipment.

The revaluation for leasehold improvements was made by an independent valuer Mario Lancellotti, AAPI, based on the depreciated replacement cost of the improvements.

9(d) Analysis of property, plant, equipment and intangibles (Corporation and Consolidated entity)

Movement summary 2000–01 for all assets irrespective of valuation basis

	Land \$'000	Buildings \$'000	Total land & buildings \$'000	Plant & equipment \$'000	Computer software/ licences \$'000	Total \$'000
Gross value as at 1 July 2000	8,675	31,534	40,209	43,065	1,339	84,613
Additions – Purchase of Assets	–	3,023	3,023	16,681	523	20,227
Revaluations: write-ups / (write-downs)	1,025	12,030	13,055	(3,152)	248	10,151
Assets transferred in / (out)	–	–	–	–	–	–
Write-offs	–	–	–	(2,974)	–	(2,974)
Disposals	–	–	–	(264)	–	(264)
Gross value as at 30 June 2001	9,700	46,587	56,287	53,356	2,110	111,753
Accumulated depreciation / amortisation as at 1 July 2000	–	1,851	1,851	21,868	1,064	24,783
Depreciation / amortisation charge for the year	–	1,004	1,004	6,160	117	7,281
Revaluations: write-ups / (write-downs)	–	6,581	6,581	(2,107)	11	4,485
Assets transferred in / (out)	–	–	–	(4)	4	–
Disposals	–	–	–	(202)	–	(202)
Write-offs	–	–	–	(2,549)	–	(2,549)
Accumulated depreciation / amortisation as at 30 June 2001	–	9,436	9,436	23,166	1,196	33,798
Net book value as at 30 June 2001	9,700	37,151	46,851	30,190	914	77,955
Net book value as at 1 July 2000	8,675	29,683	38,358	21,197	275	59,830

The majority of assets written off have been identified as obsolete, dismantled or scrapped following the fixed assets stocktake in 2001.

Net revaluation increments / decrements in the table above comprises:

For Land – net revaluation increment of \$1,025,000.

For Buildings on freehold land – net revaluation increment of \$5,448,585.

For Plant and equipment – net revaluation decrement of \$1,044,719.

For Computer software – net revaluation increment of \$237,122.

The total revaluation increments and decrements in 2000–2001 are recognised in the asset revaluation reserve.

9(e) Summary of balances of assets at valuation as at 30 June 2001 (Corporation and Consolidated entity)

	Land \$'000	Buildings \$'000	Total land & buildings \$'000	Plant & Equipment \$'000	Computer software/ licences \$'000	Total \$'000
As at 30 June 2001						
Gross value	9,700	46,587	56,287	53,356	2,111	111,753
Accumulated depreciation / amortisation	–	(9,436)	(9,436)	(23,166)	(1,196)	(33,798)
Other movements	–	–	–	–	–	–
Net book value	9,700	37,151	46,851	30,190	914	77,955
As at 30 June 2000						
Gross value	8,675	31,037	39,712	36,061	1,136	76,909
Accumulated depreciation / amortisation	–	(1,851)	(1,851)	(21,868)	(1,064)	(24,783)
Other movements	–	–	–	–	–	–
Net book value	8,675	29,186	37,861	14,193	72	52,126

**9(f) Summary of balances of assets held under finance lease as at 30 June 2001
(Corporation and Consolidated entity)**

	Land \$'000	Buildings \$'000	Total land & buildings \$'000	Plant & equipment \$'000	Computer software/ licences \$'000	Total \$'000
As at 30 June 2001						
Gross value	–	–	–	2,084	–	2,084
Accumulated depreciation / amortisation	–	–	–	(1,474)	–	(1,474)
Other movements	–	–	–	–	–	–
Net book value	–	–	–	610	–	610
As at 30 June 2000						
Gross value	–	–	–	1,809	–	1,809
Accumulated depreciation / amortisation	–	–	–	(463)	–	(463)
Other movements	–	–	–	–	–	–
Net book value	–	–	–	1,346	–	1,346

Notes 1(l), 10(b) and 9(b) also refer to the finance lease agreements entered into by the Corporation.

	Notes	Consolidated		Corporation	
		2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000
9(g) Inventories					
All inventories are current assets.					
Inventories not held for sale	1(q)				
Purchased program stocks – at cost		13,498	13,369	13,498	13,369
Less accumulated amortisation		(9,976)	(9,941)	(9,976)	(9,941)
		3,522	3,428	3,522	3,428
Commissioned programs (completed) – at cost		23,345	16,225	23,345	16,225
Less accumulated amortisation		(15,517)	(11,471)	(15,517)	(11,471)
		7,828	4,754	7,828	4,754
Commissioned programs – in progress		4,069	3,921	4,069	3,921
Total inventories not held for sale		15,419	12,103	15,419	12,103
Inventories held for sale					
Merchandising stock	1(r), 5(b)(vi)	-	5	-	5
Less provision for obsolete stock		-	-	-	-
Total inventories held for sale		-	5	-	5
Total inventories		15,419	12,108	15,419	12,108
9(h) Other non-financial assets					
Prepayments		6,660	5,730	6,660	5,730
Total other non-financial assets		6,660	5,730	6,660	5,730

10. Interest Bearing Liabilities

10(a) Loans

Bank loans	1(x)				
Bank loan (secured)	(xiv)	39,000	39,000	39,000	39,000
Less sinking fund (bank loan offset)	(xiv)	(17,256)	(14,987)	(17,256)	(14,987)
Total loans		21,744	24,013	21,744	24,013

(xiv) The loan for the construction and enhancement of the premises at Artarmon is with ABN AMRO, and has been fully utilised. The loan is fully guaranteed by the Commonwealth of Australia. The Corporation has no other used or unused facility.

A sinking fund has been established to set aside moneys for the repayment of the loan. Deposits to the sinking fund are treated as equity injections as they are offset against the capital component of the building loan. Sinking fund deposits made in 2001 were \$1.2 million (\$3.2 million in 2000).

At the reporting date, the loan payable is due within one year and has been recognised as a current liability:

- within one year:	21,744	-	21,744	-
- within one to two years:	-	24,013	-	24,013
Total loans	21,744	24,013	21,744	24,013

	Notes	Consolidated		Corporation	
		2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000
10(b) Finance lease liabilities	(xv)				
Lease liabilities recognised in the statement of assets and liabilities:					
Current		396	366	396	366
Non-current		104	500	104	500
Total lease liabilities		500	866	500	866
Finance leases liabilities at the reporting date and related finance charges are payable as follows:					
No later than one year		422	422	422	422
Later than one year and not later than two years		89	422	89	422
Later than two years and not later than five years		19	108	19	108
Minimum lease payments		530	952	530	952
Less future finance charges		(30)	(86)	(30)	(86)
Total lease liabilities		500	866	500	866

- (xv) The Corporation has entered into two separate finance lease agreements for the purpose of acquiring equipment for signal splitting to other states, and for digital editing and recording equipment (see notes 1l and 9f).

11. Provisions

11(a) Liabilities to employees

Salaries and wages		1,298	1,242	1,298	1,242
Superannuation		199	344	199	344
Leave	(xvi)	11,979	12,089	11,979	12,089
Aggregate employee entitlement liability		13,476	13,675	13,476	13,675

- (xvi) In 2001 a change in the method of estimating the provision for employee long service leave entitlements – see notes 1(b) and 1(j)(i) – has resulted in an adjustment of \$90,075 (downwards). This adjustment is included the provision made at 30 June 2001.

12. Payables

	Note	Consolidated		Corporation	
		2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000
12(a) Suppliers					
Trade creditors		7,243	7,347	7,239	7,342
Total suppliers liabilities		7,243	7,347	7,239	7,342
12(b) Grants liabilities					
Non-profit institutions		34	35	34	35
Total grants liabilities		34	35	34	35
12(c) Other liabilities					
Deferred Revenue		1,323	109	1,323	109
Prepayments received	(xvii)	61,306	74,225	61,306	74,225
Total other liabilities		62,629	74,334	62,629	74,334

(xvii) In 1999–2000, the Corporation received revenue from the TV Fund to provide analogue extensions to regional Australia over the next 12 years. Refer also to notes 1(i) and 8(c).

13. Cash Flow Reconciliation

Reconciliation of operating surplus to net cash flows provided by operating activities.

Net operating surplus	11,845	10,106	11,044	8,554
Depreciation and amortisation of property, plant and equipment	7,281	4,088	7,281	4,088
Decrease / (increase) in payables to suppliers for capital purchases	(399)	–	(399)	–
(Decrease) / increase in appropriation for capital use charge receivable	123	–	123	–
Write-down of assets	436	252	436	252
(Gain) / loss on disposal of property, plant and equipment	53	29	53	29
(Decrease) / increase in provision for doubtful debts	(78)	(84)	(78)	(84)
(Decrease) / increase in interest on analogue investments	4,523	–	4,523	–
Decrease / (increase) in revenue prepaid for analogue extensions	(17,538)	–	(17,538)	–
Decrease / (increase) in interest on sinking fund investment	(1,069)	(1,152)	(1,069)	(1,152)
(Gain) / loss on investment in associated company	(326)	(71)	–	–
GST paid on capital purchases	3,184	–	3,184	–
Changes in assets and liabilities:	–	–	–	–
Decrease / (increase) in receivables	(2,518)	(1,235)	(2,517)	(135)
Decrease / (increase) in inventories	(3,311)	(3,969)	(3,311)	(3,969)
Decrease / (increase) in prepayments paid	(930)	153	(930)	153
(Decrease) / increase in liabilities to employees	(199)	2,197	(199)	2,197
(Decrease) / increase in payables to suppliers	(104)	(59)	(103)	(60)
(Decrease) / increase in grants liabilities	(1)	(2,058)	(1)	(2,058)
(Decrease) / increase in prepayments received	1,214	74,267	1,214	74,267
(Decrease) / increase in bank loans	–	(915)	–	(915)
Net cash provided by operating activities	2,186	81,549	1,713	81,167

14. Equity

(Consolidated entity)

Item	Capital		Accumulated results		Asset revaluation reserve		Total reserves		TOTAL EQUITY	
	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000
Balance 1 July 2000	14,799	4,800	28,758	24,918	10,056	10,056	10,056	10,056	53,613	39,774
Operating result										
Net revaluation increases / decreases										
Injection of Capital	23,400	9,999			5,666		5,666		5,666	
Capital Use Charge			(9,373)	(6,266)					23,400	9,999
Balance 30 June 2001	38,199	14,799	31,230	28,758	15,722	10,056	15,722	10,056	85,151	53,613

(Corporation)

Item	Capital		Accumulated results		Asset revaluation reserve		Total reserves		TOTAL EQUITY	
	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000
Balance 1 July 2000	14,799	4,800	27,953	25,665	10,056	10,056	10,056	10,056	52,808	40,521
Operating result										
Net revaluation increases / decreases										
Injection of Capital	23,400	9,999			5,666		5,666		5,666	
Capital Use Charge			(9,373)	(6,266)					23,400	9,999
Balance 30 June 2001	38,199	14,799	29,624	27,953	15,722	10,056	15,722	10,056	83,545	52,808

15. Financial Instruments

(a) Terms, conditions and accounting policies

Financial Instrument	Notes	Accounting Policies and Methods (including recognition criteria and measurement basis)	Nature of underlying instrument (including significant terms & conditions affecting the amount, timing and certainty of cash flows)
Financial assets		Financial assets are recognised when control over future economic benefits is established and the amount of the benefit can be reliably measured.	
Cash	8(a)	Cash at bank and on hand is recognised at its nominal value. Interest is credited to revenue as it accrues.	Funds, mainly from monthly drawdowns of appropriation placed in bank accounts with the Corporation's banker.
Receivables for goods & services	8(b)	The receivables are recognised at the nominal amounts less any provision for doubtful debts. A provision is raised for doubtful debts based on a review of all outstanding amounts at year end. Bad debts are written off during the period in which they are identified.	Credit terms for receivables for goods and services are net 45 days for advertising debtors and 30 days for other debtors.
Sinking fund (bank loan offset)	10(a)	The sinking fund represents funds invested with ABN AMRO. It was established to set aside moneys for the repayment of the bank loan of \$39m for the construction of the building at Artarmon.	To date, 9 contributions have been made totaling \$13.8m (excluding interest). The funds invested with ABN AMRO have a weighted average effective interest rate of 6.98% p.a. Interest compounds semi-annually.
Non-government security	8(c)	SBS has a series of investments with Banks and other financial institutions for funds not immediately required for operational expenditure (for example, analogue extension moneys received from the TV fund to meet expenditure in the next twelve years).	The investments are by purchase of negotiable certificates of deposit for varying periods between 1 month and 12 years. The weighted average effective interest rate of these investments is 5.61%.
Financial liabilities		Financial liabilities are recognised when a present obligation to another party is entered into and the amount of the liability can be reliably measured.	
Bank Loans	10(a)	Bank loans are recognised at their principal amounts. Interest is expensed as it accrues.	SBS established a loan facility with ABN AMRO in 1992 for the purpose of funding its specialised broadcasting premises at Artarmon. The facility expires on 31 March 2002. Interest is payable quarterly on a fixed rate of 10.95% pa on the \$39 million outstanding loan. The loan facility is subject to a direct Commonwealth Government guarantee which covers the scheduled principal payment (on 31 March 2002), interest payments, and facility usage fee & break costs.
Finance Lease Liabilities	10(b)	Liabilities are recognised at the present value of the minimum lease payments at the beginning of the lease. The discount rates used are estimates of the interest rates implicit in the leases.	At reporting date, the Corporation had two separate finance lease agreements. The terms of the leases are 5 years and 5.5 years. The interest rate implicit in the leases averaged 7.0%.
Trade Creditors	12(a)	Creditors and accruals are recognised at their nominal amounts, being the amounts at which the liabilities will be settled. Liabilities are recognised to the extent that the goods or services have been received (irrespective of having been invoiced).	Settlement is usually made net 30 days.

15(b) Interest rate risk

The economic entity has no unrecognised financial assets or liabilities as at 30 June 2001. Interest rate details of recognised financial assets and liabilities are disclosed below. Investment in the economic entity's associated company is excluded, in accordance with the Australian Accounting Standard (AAS 33) on Presentation and Disclosure of Financial Instruments. Equity information in respect of the economic entity's associated company is disclosed in note 8(c).

		Floating Interest Rate	Fixed Interest Rate			Non-Interest Bearing		Total		Weighted Average Effective Rate	
			1 year or less	1 to 5 years	>5 years	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000	2001 %	2000 %
Financial Instrument	Notes	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000	2001 %	2000 %
Financial Assets											
Cash		2,547	4,656	-	-	-	-	-	-	3.9%	5.3%
Receivables for goods and services	8(b)	-	-	-	-	-	-	7,850	-	n / a	n / a
Sinking fund (bank loan offset)	10(a)	-	-	17,256	14,987	-	-	-	-	7.0%	7.1%
Non government security	8(c)	-	-	58,159	82,769	-	-	-	-	5.5%	6.2%
Total Financial Assets (Recognised)		2,547	4,656	75,415	14,987	75,415	82,769	7,850	5,035	105,475	102,412
Total Assets										190,892	173,883

		Floating Interest Rate	Fixed Interest Rate			Non-Interest Bearing		Total		Weighted Average Effective Rate	
			1 year or less	1 to 5 years	>5 years	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000	2001 %	2000 %
Financial Instrument	Notes	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000	2001 %	2000 %
Financial Liabilities											
Bank Loans	10(a)	-	-	39,000	-	-	-	-	-	10.9%	10.9%
Finance lease liabilities	10(b)	-	366	104	500	-	-	-	-	7.0%	7.0%
Trade creditors	12(a)	-	-	-	-	-	-	7,243	7,347	n / a	n / a
Total Financial Liabilities (Recognised)		-	366	104	39,500	39,396	366	7,243	7,406	46,743	47,213
Total Liabilities								105,741	120,270		

15(c) Foreign currency risk

The economic entity entered into 2 forward exchange contracts in 2000–01 to hedge two specific foreign currency purchases. An actual net gain on exchange of \$15,022 was realised on payment of the contracts in July 2001. There are no other outstanding forward exchange contracts as at 30 June 2001.

15(d) Credit risk

The economic entity's maximum exposures to credit risk at reporting date in relation to each class of recognised financial assets is the carrying amount of those assets, as reported in the Statement of Financial Position. The economic entity has no significant exposures resulting from any concentration of credit risk.

15(e) Net fair values of financial assets and liabilities

The net fair values of cash, receivables for goods and services, and trade creditors approximate their carrying amounts. The net fair values of non government securities, bank loan and finance lease liabilities are based on discounted cash flows using current interest rates for liabilities with similar risk profiles, and are shown below.

	Notes	Carrying Amount		Net Fair Value	
		2001 \$'000	2000 \$'000	2001 \$'000	2000 \$'000
Financial assets					
Non government securities	8(c)	77,822	82,769	78,144	82,791
Financial liabilities					
Bank loans	10(a)	21,744	24,013	23,019	26,613
Finance lease liabilities	10(b)	500	866	501	862
Total liabilities		22,244	24,879	23,520	27,475

Appendix

APPENDIX 1

SBS ACT – COMPLIANCE WITH SECTION 73

- (a) particulars of any broadcast by SBS during the year because of a direction by the Minister under subsection 12 (1). *None.*
- (b) particulars of any broadcast by SBS during the year because of a direction by the Minister otherwise than under this Act. *None.*
- (c) particulars of any written statement of Commonwealth Government policy given to the Board by the Minister during the year and the action (if any) taken by the Board in respect of the statement. *None.*
- (d) particulars of any gift, devise or bequest accepted by SBS during the year. *None.*
- (e) particulars of how the programming activities during the year have related to SBS's Charter obligations. See *Our Programs, Our Audiences, Relationships With Our Community, and Business Activities* which includes Television, Radio and New Media; *SBS Television – Languages Broadcast 2000–01* (Appendix 5); *SBS Television Programs by Category 2000–01* (Appendix 6); *SBS Independent Commissioned and Transmitted programs* (Appendix 8); *SBS Radio schedule* (Appendix 10); *SBS Radio – Languages Broadcast 2000–01* (Appendix 11);
- (f) particulars of the total revenue earned during the year from advertising and sponsorship, of the identity of each advertiser or sponsor and of the program (if any) with which advertiser or sponsor is associated. See *Financial Statements*. For *SBS Television Sponsors 2000–01* (Appendix 11); *SBS Television Advertisers 2000–01* (Appendix 12); *SBS Radio Marketing Clients 2000–01* (Appendix 13).
- (g) particulars of any direction by the Minister during the year under section 11 or 12. *None.*
- (h) particulars of any advice received by the Board during the year from the Community Advisory Committee (CAC) and the action taken by the Board in response to that advice. See *Relationships with Our Community* and for members of the CAC see Appendix 14.
- (i) particulars of any other measures taken by the Board during the year to ensure that the Board is aware of, and response to, community needs and opinions on matters relevant to SBS's Charter. See *Relationships with Our Community*.
- (j) an assessment of the extent to which the operations of SBS and its subsidiaries during the year have achieved the objectives of SBS and its subsidiaries under the Corporate Plan and fulfilled the functions of SBS. *Such details are included throughout the body of the Report.*
- (k) particulars of any activities carried out during the year by SBS under subsection 52 (2). See *Business Activities* and *Financial Statements*.
- (l) particulars of the activities during the year of any authorised business with which SBS is associated under section 52. See *Business Activities* and *Financial Statements*.

APPENDIX 2

FINANCIAL AND STAFFING RESOURCES SUMMARY

(All Programs) \$('000) and actual staff years

	ACTUAL (1999-00)	BUDGET (2000-01)	ACTUAL (2000-01)
Budgetary (cash) basis			
Components of Appropriations	120,985	143,993	143,993
Revenue	25,887	27,845	28,167
plus cash on hand at beginning of year	9,697	3,592	3,592
less cash on hand at end of year	(3,592)	(3,091)	(2,420)
Total funds available	152,977	172,339	173,332
Total outlays by output groups			
– Television	122,382	137,871	138,666
– Radio	30,595	34,468	34,666
Staff years by output groups			
– Television	427	426	433
– Radio	273	284	289
Total	700	710	722

APPENDIX 3

EEO STATISTICAL ANALYSIS

	FEMALE	MALE
Executive/Policy	7	4
Radio	260	249
Television	245	236
New Media	19	18
Resources	27	36
Marketing	7	9
Total	565	552

APPENDIX 4

TELEVISION SERVICES

AREA SERVED	CHANNEL	AREA SERVED	CHANNEL	AREA SERVED	CHANNEL
SBS ANALOGUE TELEVISION					
ACT		Nowra North	29	Boyne Island	54
Canberra	28	Oberon*	54	Brisbane	28
Fraser	53	Portland/Wallerawang	54	Cairns	30
Tuggeranong	54	Richmond/Tweed	41	Cairns East	35
Weston Creek/Woden	58	South Western Slopes/E Riverina	29	Cairns North	53
		Stanwell Park	48	Camooweal*	63
		Sydney	28	Capella	29
NSW		Tamworth	52	Charleville*	7
Albury North	53	Tenterfield	54	Clermont	56
Armidale	30	Tumburumba*	57	Cloncurry*	60
Ashford	54	Tumut*	54	Cooktown*	61
Batemans Bay/Moruya	55	Tweed Heads	62	Croydon*	6
Bathurst	46	Ulladulla	30	Cunnamulla*	62
Bega	43	Upper Hunter (Scone)	65	Currumbin	48
Berridale*	36	Upper Namoi	28	Darling Downs	29
Bourke*	57	Vacy	28	Dimbulah	43
Bowral/Mittagong	30	Wagga Wagga	53	Dysart	60
Braidwood	54	Wollongong	32	Emerald	58
Broken Bay	64	Wyong	39	Eromanga*	63
Broken Hill	44	Young*	58	Esk	52
Central Tablelands	30			Georgetown*	63
Central Western Slopes	29	NT		Gladstone (East)	29
Coffs Harbour	69	Alice Springs	28	Gladstone (West)	52
Coolah	53	Ampilatwatja*	58	Gold Coast	61
Cooma	58	Bathurst Island*	63	Gordonvale	58
Cowra	45	Darwin	28	Gunpowder*	60
Deniliquin	69	Darwin North	61	Gympie	42
Dubbo	54	Groote Eylandt*	43	Gympie Town	50
Dungog	42	Ikuntji*	54	Herberton	57
East Grove*	43	Jabiru*	61	Hervey Bay	52
Eden	69	Katherine*	58	Hughenden*	69
Emmaville	52	Maningrida*	60	Hungerford*	60
Glen Innes	53	McArthur River Mine*	63	Ilfracombe*	68
Gosford	58	Milikapiti*	63	Julia Creek*	59
Goulburn	58	Milingimbi*	63	Linville*	60
Grafton/Kempsey	28	Nhulunbuy*	55	Longreach*	54
Gulgong*	68	Oenpelli*	60	Mabuiag Island*	63
Hay	60	Pine Creek*	69	Mackay	30
Illawarra	53	Pularumpi*	66	Mareeba	45
Jerilderie	59	Tennant Creek*	58	Middlemount	48
Khancoban*	57	Tindal*	56	Mission Beach	62
Kings Cross	58	Yulara*	58	Moranbah*	67
Kotara	55			Morven*	9
Laurieton	56	QLD		Mossman	29
Lightning Ridge*	60	Airlie Beach	34	Mount Isa	29
Lithgow	29	Atherton	56	Nambour	55
Lithgow East	52	Augathella*	6	Napranum*	66
Lord Howe Island (North)*	6	Aurukun*	63	Nebo	52
Lord Howe Island (South)*	7	Ayr	57	Noosa/Tewantin	29
Manly/Mosman	39	Babinda	45	Normanton*	52
Manning River	59	Bamaga*	52	Port Douglas	52
Merewether	32	Barcaldine*	60	Proserpine	53
Mudgee*	58	Bedourie*	69	Quilpie*	63
Murrumbidgee Irrigation Area (Griffith)	28	Bell	53	Ravenshoe	53
Murwillumbah	57	Birdsville*	69	Redlynch	57
Narooma	47	Blackwater	43	Richmond*	65
Newcastle	45	Boonah	54	Rockhampton	28
		Bowen	48	Rockhampton East	52
		Bowen Town	29		

APPENDIX 4 (CONTINUED)

AREA SERVED	CHANNEL	AREA SERVED	CHANNEL	AREA SERVED	CHANNEL
Roma*	60	Meander	53	WA	
Seisia*	62	Mole Creek*	54	Albany	40
Shute Harbour	55	NE Tasmania	29	Badgingarra*	59
Smithfield Heights	53	New Norfolk	53	Boddington*	62
Southern Downs	30	Orford	52	Bridgetown*	54
St George*	61	Penguin	34	Broome	29
Stuart	56	Smithton*	38	Bunbury	33
Sunshine Coast	34	Stanley*	69	Carnamah*	56
Texas	67	Taroona	43	Central Agricultural	47
Thargomindah*	60	Tullah*	52	Cervantes*	40
Tieri	56	Ulverstone	53	Collie*	57
Toowoomba	53	Wayatinah*	52	Condingup*	58
Townsville	28	Wynyard	30	Dampier*	38
Townsville North	52			Denham*	67
Tully	58	TERRITORIES		Derby*	59
Warwick	67	Norfolk Island*	9	Eneabba*	40
Wide Bay	30			Esperance	28
Winton*	54	VIC		Gascoyne Junction*	63
Yeppoon	53	Alexandra	68	Green Head*	42
SA		Bairnsdale	54	Halls Creek*	58
Adelaide	28	Ballarat	30	Hopetoun*	59
Adelaide Foothills	43	Bendigo	29	Hyden*	38
Angaston/Barossa*	69	Bonnie Doon	55	Kalgoorlie	28
Carrickalinga*	52	Bright	29	Kambalda*	52
Ceduna/Smoky Bay*	12	Bruthen	50	Karratha	66
Coober Pedy*	60	Churchill	52	Kondinin*	63
Elizabeth South	60	Colac	55	Kununoppin*	58
Golden Grove*	53	Eildon	30	Kununurra*	29
Gumeracha*	53	Ferntree Gully	68	Lagrange*	60
Kingston SE/Robe	53	Foster	60	Lake Grace*	36
Naracoorte	54	Gisborne*	68	Lake King *	60
Normanville*	54	Goulburn Valley (Shepparton)	34	Lancelin *	65
Oodnadatta*	57	Horsham	48	Laverton*	60
Peterhead*	53	Kiewa	54	Leonora*	66
Port Lincoln	54	Lakes Entrance	29	Maryville*	53
Renmark/Loxton	30	Latrobe Valley	34	Meekatharra*	62
South East (Mt Gambier)	29	Mansfield	53	Menzies*	60
Spencer Gulf North	34	Marysville	58	Molloy Island*	62
Swan Reach*	63	Melbourne	28	Mukinbudin*	37
Truro Grove*	69	Mildura/Sunraysia	29	Narrogin*	54
Victor Harbor	52	Mitta Mitta*	65	Newdegate*	57
Woomera*	28	Murray Valley (Swan Hill)	44	Newman*	69
Yankalilla*	53	Myrtleford	59	Nyabing*	67
TAS		Nhill	59	Perth	28
Acton Road*	52	Old Tallangatta*	59	Pingrup*	61
Barrington Valley	37	Port Campbell*	66	Port Hedland	42
Burnie	55	Portland	69	Ravensthorpe*	58
Circular Head*	60	Redcliffs*	66	Roleystone	54
Cygnet	42	Safety Beach	58	Toodyay	34
Dover	53	Selby	69	Trayning*	63
Dover South	41	Seymour	67	Wagin	29
East Devonport	54	South Yarra	58	Westonia*	56
Geeveston	54	Upper Murray	30	Wickham*	69
Hillwood	37	Upwey	51	Wiluna*	60
Hobart	28	Warburton	58	Wyndham*	58
Hobart NE Suburbs	54	Warrnambool	55	Yalgoo*	60
Launceston	53	Western Victoria (Hamilton)	28		
		Yea	30		

APPENDIX 4 [CONTINUED]

AREA SERVED	CHANNEL	AREA SERVED	CHANNEL	AREA SERVED	CHANNEL
SBS DIGITAL TELEVISION					
ACT		QLD		VIC	
Canberra	30	Brisbane	36	Melbourne	29
NSW		SA		WA	
Sydney	34	Adelaide	33	Perth	29

* Denotes self-help service

APPENDIX 5

SBS TELEVISION – LANGUAGES BROADCAST

LANGUAGE	TOTAL HOURS	% OF TOTAL PROGRAM TIME	% OF LOTE PROGRAM TIME	LANGUAGE	TOTAL HOURS	% OF TOTAL PROGRAM TIME	% OF LOTE PROGRAM TIME
Algerian	7.50	0.12%	0.20%	Mongolian	4.97	0.08%	0.13%
Arabic	100.81	1.57%	2.73%	Neapolitan	2.85	0.04%	0.08%
Bahasa Indonesia	138.25	2.15%	3.74%	No dialogue	14.88	0.23%	0.40%
Bosnian	4.56	0.07%	0.12%	Norwegian	9.00	0.14%	0.24%
Bulgarian	3.18	0.05%	0.09%	Polish	74.05	1.15%	2.00%
Cantonese	118.97	1.85%	3.22%	Portuguese	35.26	0.55%	0.95%
Catalan	3.10	0.05%	0.08%	Rajastani	1.97	0.03%	0.05%
Creole (Portuguese)	2.53	0.04%	0.07%	Romanian	6.81	0.11%	0.18%
Croatian	12.75	0.20%	0.34%	Russian	221.29	3.45%	5.99%
Czech	19.76	0.31%	0.53%	Serbian	9.86	0.15%	0.27%
Danish	5.87	0.09%	0.16%	Sicilian	2.49	0.04%	0.07%
Dutch	37.70	0.59%	1.02%	Silent	1.34	0.02%	0.04%
English	48	2721.81	42.41%	Sinhalese	2.89	0.04%	0.08%
Estonian	6.90	0.11%	0.19%	Slovakian	4.41	0.07%	0.12%
Farsi	18.10	0.28%	0.49%	Slovenian	2.49	0.04%	0.07%
Finnish	7.49	0.12%	0.20%	Spanish	420.32	6.55%	11.37%
Flemish	2.55	0.04%	0.07%	Swedish	26.19	0.41%	0.71%
French	491.73	7.66%	13.30%	Swiss	1.75	0.03%	0.05%
French (Canadian)	5.77	0.09%	0.16%	Tagalog	20.48	0.32%	0.55%
Gaelic	2.96	0.05%	0.08%	Thai	13.67	0.21%	0.37%
German	379.32	5.91%	10.26%	Turkish	20.74	0.32%	0.56%
Greek	350.17	5.46%	9.47%	Ukrainian	24.36	0.38%	0.66%
Hebrew	7.64	0.12%	0.21%	Urdu	1.93	0.03%	0.05%
Hindi	14.69	0.23%	0.40%	Various	2.90	0.05%	0.08%
Hungarian	44.51	0.69%	1.20%	Vietnamese	6.54	0.10%	0.18%
Icelandic	2.19	0.03%	0.06%	Wolof	1.52	0.02%	0.04%
Italian	439.60	6.85%	11.89%	Languages			
Japanese	217.06	3.38%	5.87%	with individual			
Khmer	4.05	0.06%	0.11%	durations			
Korean	15.20	0.24%	0.41%	of less than			
Kurdish	1.77	0.03%	0.05%	one hour	21.67	0.34%	0.59%
Macedonian	1.26	0.02%	0.03%	Total LOTE*	3696.47	57.59%	
Malayalam	3.06	0.05%	0.08%	Total hours broadcast	6418.29	100.00%	
Maltese	28.74	0.45%	0.78%				
Mandarin	240.09	3.74%	6.50%				

* LOTE (Languages Other Than English)

APPENDIX 6

TOP SBS TELEVISION PROGRAMS BY CATEGORY

CATEGORY	NUMBER OF HOURS IMPORTED	% OF TOTAL TIME	NUMBER OF HOURS LOCAL	% OF TOTAL TIME
Animation	22.60	0.35%	1.44	0.02%
Cooking	51.57	0.80%	15.67	0.24%
Current Affairs	0.00	0.00%	157.00	2.45%
Dance	1.53	0.02%	0.74	0.01%
Documentary	295.64	4.61%	66.52	1.04%
Documentary series	345.32	5.38%	97.97	1.53%
Drama	2.18	0.03%	3.86	0.06%
Drama series	142.35	2.22%	39.70	0.62%
Eat Carpet	32.97	0.51%	8.82	0.14%
Funny Shorts	11.11	0.17%	1.65	0.03%
Education	0.00	0.00%	123.72	1.93%
Feature	1415.09	22.05%	15.87	0.25%
Filler	24.37	0.38%	1.16	0.02%
Magazine	0.00	0.00%	81.80	1.27%
Music	9.96	0.16%	0.89	0.01%
News	2296.68	35.78%	271.98	4.24%
Opera	86.90	1.35%	0.00	0.00%
Performance	0.00	0.00%	2.79	0.04%
Special	33.50	0.52%	4.56	0.07%
Sport	356.68	5.56%	393.70	6.13%
Totals	5128.43	79.90%	1289.86	20.10%
Grand Total	6418.29			

APPENDIX 7

SBS TELEVISION PROGRAMS CLASSIFICATION

MONTH	G	PG	M	MA	MAV	R(NSTV)	NUMBER OF PROGRAMS	TOTAL TIME HOURS:MIN
Jul 2000	76	23	21	9	0	0	129	99:40
Aug 2000	99	23	33	15	2	3	175	136:48
Sep 2000	52	47	21	10	0	1	131	93:33
Oct 2000	58	24	20	6	1	1	110	86:27
Nov 2000	87	17	21	10	0	2	137	93:03
Dec 2000	98	25	19	2	0	0	144	85:59
Jan 2001	86	25	34	6	0	1	152	98:03
Feb 2001	92	26	9	8	0	1	136	87:46
Mar 2001	96	33	40	4	4	3	180	112:02
Apr 2001	108	40	26	4	0	2	180	108:46
May 2001	63	42	26	6	6	3	146	111:41
Jun 2001	63	36	33	9	2	4	147	116:01
Total	978	361	303	89	15	21	1767	1229:49
	55.35%	20.43%	17.15%	5.04%	0.85%	1.19%		

APPENDIX 8

SBS INDEPENDENT – COMMISSIONED PROGRAMS 2000–01

SBSI commissioned 100.5 hours of programs during the year. These included 53.5 hours of documentary and 47 hours of drama and animation. Funding was drawn from two sources – SBS's General Production Fund and the Federal Government's Special Production Fund.

GENERAL PRODUCTION FUND (32.5 hours of commissioned documentaries)

DOCUMENTARY – HALF HOUR SERIES

DINOSAUR DEALERS – *four episode co-production with Germany's ZDF*

DOCUMENTARY – ONE HOUR

KING OF THE MARKET – *the story the famous 'Thieves Market' in Mumbai India*
BEYOND THE ROYAL VEIL – *explores the private world of Indian royalty*
TROUBLED WATERS – *Indonesian fishermen detained in Broome prison*
LA Balsa – *a journey along the Napo River in Ecuador to the Amazon*
THE MOSES FAMILY – *the life of a senior Aborigine over four seasons*
CATHOLIC BREAKAWAY – *a woman's class action against the Catholic Church*
VIETNAM SYMPHONY – *Vietnam's Conservatorium of Music during the war*
FOOTBALL FARM – *the wheeling and dealing behind global soccer*
MAKING VENUS – *movie-making by a group of men with credit cards*
NATIVE TONGUE (VIS-À-VIS) – *a collaboration with New York-based Yeshiva Productions*
BEACH BALLS – *Bondi's resistance to the Olympic volleyball stadium*
WELCOME TO THE WAKS FAMILY – *the everyday life of Melbourne's Waks family*
OUR BROTHER JAMES – *youth suicide in rural Australia*
BREAKING BOWS AND ARROWS – *story of reconciliation Bougainville style*
CHILDREN OF THE CROCODILE – *the lives of two Timorese-Australian women*
BLUE MOVIES – *the true story of the Samoan people*

SBSI/FFC ACCORD DOCUMENTARIES – ONE HOUR

WHISPERING IN OUR HEARTS – *the massacre at Mowla Bluff in the Kimberleys*
THE COUNTRY INSIDE – *life in Western Australia's wheat belt*
DIRTY DEEDS: A FIELD GUIDE TO TOXIC WASTE – *residents versus a chemical company*
LANDSCAPES OF THE MIND – *the creative journeys of five contemporary artists*
CHINESE TAKEAWAY – *family saga spanning three generations across three countries*
BLACK CHIC'S TALKING – *the personal stories of five very different indigenous women*
JAIMIE LEONARDER AND THE SOUNDS OF SEDUCTION – *portrait of Jaimie Leonarder*
KING OF BELLE-LLE – *the story of Australian impressionist painter, John Russell*
ECHO LAND – *the experiences of young people in PNG highlands*

DOCUMENTARY SERIES

AUSTRALIA BY NUMBERS – *Series Two*

- **ADAMINABY 2630** – *the town that was flooded for hydroelectricity*
- **PRAHAN 3181** – *Prahan's community pool*
- **CBD 2000** – *Sydney as seen by three bicycle couriers*
- **ROCKHAMPTON 4700** – *the story of Ken Farrar*
- **BOGGO ROAD 4102** – *from jail to tourist attraction*
- **KUMARANGK 5214** – *the basket weaving ladies of Munarangk*
- **SOUTH HOBART 7004** – *new age mountain men*
- **NANNUP 6275** – *Lake Jasper, hostel for indigenous boys*

AUSTRALIA BY NUMBER – *Series Three*

- **TARINAGA** – *a family home on Brisbane's Mt Cootha*
- **DIMBOOLA** – *a town tries to turn its fortunes around*

APPENDIX 8 (CONTINUED)

SPECIAL PRODUCTION FUND (21 hours of documentary and 47 hours of drama and animation)

DOCUMENTARY – HALF HOUR

MAKING HOME MOVIES – *Australian animators*

JOHN CALLAGHAN: WE WON'T GET FAR ON FOOT – *portrait of Canadian artist John Callaghan*

DOCUMENTARY – ONE HOUR

SHADOW PLAY – *Subarto's New Order in Indonesia*

DOCUMENTARY SERIES

LEAPING OFF THE EDGE – *female survivors of sexual abuse*

CHUNKY MOVE: Just Add Water – *portrait of artistic director Gideon Obarzanek*

STILL BREATHING – *inspirational story of a cystic fibrosis sufferer*

DR FRUITLOOP GOES TO EAST TIMOR – *three clown doctors aid East Timor's children*

THE SOCCER LADY – *Natalie Cardwell runs mobile soccer clinics*

DISTURBING DUST – *a Perth woman's battle with mesothelioma*

THE SECRET SIDE OF ME – *Geelong children's entry into adolescence*

TWO VOICES – *indigenous musician, Mark Atkins*

EVERYDAY BRAVE – *the extraordinary lives of indigenous Australians*

– **SALTWATER BLUESMAN** – *Uncle Kiddo Taylor*

– **BONITA MABO**

– **COCONUT BLUES** – *Ray Cotti*

– **JETJA NAI MEDICAL MOB** – *Naomi Mayers*

– **MEDIA NOMADS** – *Bill and Mick Thaiday*

– **MISTAKE CREEK** – *Steven Craig*

NATIONAL INDIGENOUS DOCUMENTARY – SERIES FIVE

Five half-hour documentary films produced with the National Indigenous Media Association of Australia.

DOCUMENTARY/DRAMA SERIES

FAMILY MATTERS – *Six one hour and six half-hour documentaries exploring contemporary ideas and anxieties about home and family life.*

DRAMA – HALF HOUR

MY WAY – *joint initiative with Screen Tasmania*

DRAMA / COMEDY SERIES

THE MARY G SHOW – *six half-hour episodes of a comedy variety series*

EFFIE – *four half-hour episodes from comedienne Mary Coustas*

JOHN SAFRAN: MUSIC JAMBOREE – *10 half-hour youth music series*

50/5 – *two 50-minute drama series with AFC Indigenous Unit and five 10-minute short dramas*

MAKING IT – *15 five-minute interstitials on creative children*

FEATURE FILMS

BENEATH CLOUDS – *race, politics and cultural identity in rural Australia*

POLKA – *memories of an immigrant from Poland*

ADELAIDE FESTIVAL 2002

THE TRACKER – *an Aboriginal tracker and three white men pursue a fugitive*

DEADLY UNNA? – *a young white boy growing up in a racist country town*

26 HOOKS AND EYES – *the story of Daisy Bates*

WALKING ON WATER – *a household grieves for a dead friend*

ANIMATION

HARVEY – *a 26-minute film from Adam Elliott*

ANIMATED TALES OF THE WORLD II – *26 15-minute episodes from world animators*

URBAN ECCENTRICS – *10 five-minute series with Adam Elliott*

MINI-SERIES

RAN – *six one-hour episodes about nursing in the Torres Strait*

APPENDIX 8 [CONTINUED]

SBS INDEPENDENT – TRANSMITTED PROGRAMS 2000–01

SBS transmitted 33 hours of documentary, drama, animation and films during the year which were commissioned under its two funding sources – its General Production Fund and its Special Production Fund.

GENERAL PRODUCTION FUND (13.5 hours of transmitted documentaries)

DOCUMENTARY ACCORDS – SBSI/FFC

ORIENTATIONS: CHRISTOPHER DOYLE – *profile of a maverick cinematographer and artist*
THE SYREN'S SONG – *the life of Ame, born limbless*
POLES APART – *the story of the purchase of Blue Poles*
PAYING FOR THE PAST – *reconciliation and justice for Holocaust survivors*

DOCUMENTARY SERIES

RISKY BUSINESS – *four half-hour episodes on small business in Australia*
GREY VOYAGERS – *six half-hour episodes on the experience of older Australians*
AUSTRALIA BY NUMBERS
– **OPERATION FEATHER GRINDER 6365** – *the wheat belt of Kulin*
– **BOULIA 4829** – *an isolated community in Queensland*
– **SYDNEY 2000** – *the CBD of Sydney*
– **CENTRAL AUSTRALIA** – *Remembering Country – life on Croker Island*
– **MORE THAN A WOMAN 6430 KALGOORLIE** – *life of a transvestite city councillor*
– **GEPPS CROSS 5094** – *the history of a local drive in*
– **GAMPA 6443 TO 5690** – *life on the far west coast of South Australia*
– **TWO ROADS TO HELIDON 4344** – *site of the New Jerusalem?*
– **YULETIDE 3078** – *the Melbourne suburb of Ivanhoe*

SPECIAL PRODUCTION FUND (6.5 hours of documentaries and 13 hours of drama transmitted)

DOCUMENTARY

BURIED COUNTRY – *90-minute documentary on indigenous country music*

DOCUMENTARY SERIES

TALES FROM A SUITCASE – *10 half-hour series on Australian migration*

DRAMA SERIES

BONDI BANQUET – *episodes 3–6 about life and food in Bondi*
HYBRID LIFE – *eight half-hour episodes*
– **DEAR BERT** – *a personal homage to TV star Bert Newton*
– **SPARKY D COMES TO TOWN** – *'Stretch' is on a mission to buy drugs*
– **WEE JIMMY** – *a young boy brought up Scottish*
– **PARRA** – *socialising at Parramatta's shopping mall*
– **DELIVERY DAY** – *life of a young Vietnamese-Australian girl*
– **SATURN'S RETURN** – *Barney and Dimi search for their father*
– **THE LAST PECHENUIK** – *a filmmaker seeks her lost Russian aunt*
– **ALWAYS A VISITOR** – *Islamic life in Australian society*

DRAMA – SHORT FILMS

ROAD – *young people in Sydney's Redfern community*

FEATURE FILMS

RADIANCE – *three indigenous sisters meet at their mother's funeral*
THE BOYS – *three brothers on the eve of a major crime*

ANIMATION

BRUCE PETTY MAD CENTURY – *26 min satirical animated history of the 20th century*
ANIMATED TALES OF THE WORLD – *episodes 1–10 animated stories from around the world*

APPENDIX 9

RADIO SERVICES

AREA SERVED		BAND	FREQUENCY
Australian Capital Territory	Canberra	FM	105.5 MHz
	Sydney	AM	1107 kHz
New South Wales	Sydney	FM	97.7 MHz
	Newcastle	AM	1413 kHz
	Wollongong	AM	1485 kHz
	Young (Self-Help)	FM	98.7 MHz
	Wagga Wagga (Self-Help)	FM	103.5 MHz
Northern Territory	Darwin	FM	100.9 MHz
Queensland	Brisbane	FM	93.3 MHz
South Australia	Adelaide	FM	106.3 MHz
	Adelaide Foothills	FM	95.1 MHz
Tasmania	Hobart	FM	105.7 MHz
Victoria	Melbourne	AM	1224 kHz
	Melbourne	FM	93.1 MHz
Western Australia	Perth	FM	96.9 MHz

APPENDIX 10

SBS RADIO NATIONAL NETWORK – BROADCAST SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
6am	World View	World View	World View	World View	World View	Alchemy	Alchemy	6am
7am	Greek	Arabic	Greek	Greek	Greek	Finnish	Maltese	7am
8am	Italian	Italian	German	Croatian	Serbian	Italian	Italian	8am
9am	German	Slovenian	Vietnamese	Vietnamese	German	Vietnamese	Hindi	9am
10am	Cantonese	Filipino	Dutch	Filipino	Mandarin	Dutch	Urdu	10am
11am	Russian	French	Filipino	Portuguese	French	Portuguese	Hebrew	11am
12pm	Dutch	Maltese	Aboriginal	Maori	Armenian	Hungarian	Yiddish	12pm
1pm	Polish	Spanish	Polish	Spanish	Polish	Turkish	Polish	1pm
2pm	Hungarian	Indonesian	Burmese	Korean	Hebrew	Persian-Farsi	Tamil	2pm
3pm	Tongan	Lithuanian	Turkish	Estonian	Indonesian	Russian	Sinhalese	3pm
4pm	Macedonian	Ukrainian	Latvian	Macedonian	Dari	Swedish	French	4pm
5pm	World View	World View	World View	World View	World View	Danish	Finnish	5pm
6pm	Loatian	Greek	Italian	Italian	Italian	Greek	Greek	6pm
7pm	Vietnamese	Vietnamese	Russian	Arabic	Vietnamese	Arabic	Vietnamese	7pm
8pm	Romanian	Cantonese	Mandarin	German	Cantonese	Cantonese	Mandarin	8pm
9pm	Portuguese	Croatian	Serbian	Khmer	Aboriginal	Thai	Czech	9pm
10pm	Spanish	Japanese	Irish	Scottish	Spanish	Welsh	Slovak	10pm
11pm	Alchemy	Alchemy	Alchemy	Alchemy	African hour	Alchemy	Alchemy	11pm
12am	o/night music	o/night music	o/night music	O/night music	o/night music	o/night music	o/night music	12am

APPENDIX 10 (CONTINUED)

SBS RADIO SYDNEY AM (1107) – BROADCAST SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
6am	World View	World View	World View	World View	World View	Alchemy	Alchemy	6am
7am	Greek	Greek	Greek	Greek	Greek	Greek	Greek	7am
8am	Serbian	Slovenian	Croatian	Croatian	Serbian	Croatian	Slovenian	8am
9am	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	9am
10am	Cantonese	Mandarin	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	10am
11am	Norwegian	French	Khmer	French	French	Khmer	Hebrew	11am
12pm	Aboriginal	Albanian	Aboriginal	Maori	Laotian	Hungarian	Yiddish	12pm
1pm	Polish	Polish	Polish	Polish	Polish	Polish	Polish	1pm
2pm	Hungarian	Hungarian	Hebrew	Korean	Hebrew	Tongan	Cook Is. Maori	2pm
3pm	Croatian	Serbian	Yiddish	Serbian	Yiddish	Fijian	Korean	3pm
4pm	Tongan	Macedonian	Macedonian	Macedonian	Macedonian	Swedish	French	4pm
5pm	World View	World View	World View	World View	World View	Danish	Kannada	5pm
6pm	Greek	Greek	Greek	Greek	Greek	Greek	Greek	6pm
7pm	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	7pm
8pm	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	Cantonese	Mandarin	8pm
9pm	Khmer	Croatian	Serbian	Khmer	Aboriginal	French	Samoan	9pm
10pm	Laotian	Korean	Irish	Scottish	Korean	Welsh	Macedonian	10pm
11pm	Alchemy	Alchemy	Alchemy	Alchemy	African hour	Alchemy	Alchemy	11pm
12am	o/night music	o/night music	o/night music	o/night music	o/night music	o/night music	o/night music	12am

SBS RADIO SYDNEY FM (97.7) – BROADCAST SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
6am	Alchemy	o/night music	o/night music	o/night music	o/night music	Alchemy	Alchemy	6am
7am	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	7am
8am	Italian	Italian	Italian	Italian	Italian	Italian	Italian	8am
9am	German	German	German	Czech	German	Belarusian	Hindi	9am
10am	Dutch	Filipino	Dutch	Filipino	Filipino	Dutch	Urdu	10am
11am	Russian	Russian	Filipino	Portuguese	Portuguese	Portuguese	Tamil	11am
12pm	Maltese	Maltese	Maltese	Maltese	Armenian	Maltese	Sinhalese	12pm
1pm	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	1pm
2pm	Bosnian	Indonesian	Burmese	Gujarati	Indonesian	Persian-Farsi	Ukranian	2pm
3pm	Hindi	Turkish	Turkish	Turkish	Turkish	Turkish	Turkish	3pm
4pm	Bengali	Ukrainian	Latvian	Ukrainian	Dari	Russian	Russian	4pm
5pm	Turkish	Lithuanian	Russian	Estonian	Maltese	Latvian	Finnish	5pm
6pm	Italian	Italian	Italian	Italian	Italian	Italian	Italian	6pm
7pm	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	7pm
8pm	Romanian	Armenian	Armenian	German	Assyrian	Thai	German	8pm
9pm	Portuguese	Thai	Portuguese	Punjabi	Dutch	Filipino	Czech	9pm
10pm	Spanish	Japanese	Spanish	Indonesian	Spanish	Kurdish	Slovak	10pm
11pm	Alchemy	Alchemy	Alchemy	Alchemy	African hour	Alchemy	Alchemy	11pm
12am	o/night music	o/night music	o/night music	o/night music	o/night music	o/night music	o/night music	12am

APPENDIX 10 (CONTINUED)

SBS RADIO MELBOURNE AM (1224) – BROADCAST SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
6am	World View	World View	World View	World View	World View	Alchemy	Alchemy	6am
7am	Greek	Greek	Greek	Greek	Greek	Greek	Greek	7am
8am	Serbian	Slovenian	Croatian	Croatian	Serbian	Croatian	Slovenian	8am
9am	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	9am
10am	Cantonese	Mandarin	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	10am
11am	Norwegian	French	Khmer	French	French	Khmer	Hebrew	11am
12pm	Aboriginal	Albanian	Aboriginal	Maori	Laotian	Hungarian	Yiddish	12pm
1pm	Polish	Polish	Polish	Polish	Polish	Polish	Polish	1pm
2pm	Hungarian	Hungarian	Hebrew	Korean	Hebrew	Tongan	Cook Is. Maori	2pm
3pm	Croatian	Serbian	Yiddish	Serbian	Yiddish	Fijian	Korean	3pm
4pm	Macedonian	Macedonian	Macedonian	Macedonian	Macedonian	Swedish	French	4pm
5pm	World View	World View	World View	World View	World View	Danish	Albanian	5pm
6pm	Greek	Greek	Greek	Greek	Greek	Greek	Greek	6pm
7pm	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	7pm
8pm	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	Cantonese	Mandarin	8pm
9pm	Khmer	Croatian	Serbian	Khmer	Aboriginal	French	Samoan	9pm
10pm	Laotian	Polish	Irish	Scottish	Hungarian	Welsh	Macedonian	10pm
11pm	Alchemy	Alchemy	Alchemy	Alchemy	African hour	Alchemy	Alchemy	11pm
12am	o/night music	o/night music	o/night music	o/night music	o/night music	o/night music	o/night music	12am

SBS RADIO MELBOURNE FM (93.1) – BROADCAST SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
6am	Alchemy	o/night music	o/night music	o/night music	o/night music	Alchemy	Alchemy	6am
7am	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Maltese	7am
8am	Italian	Italian	Italian	Italian	Italian	Italian	Italian	8am
9am	German	German	German	German	German	German	Hindi	9am
10am	Dutch	Filipino	Dutch	Filipino	Filipino	Dutch	Urdu	10am
11am	Russian	Russian	Filipino	Portuguese	Portuguese	Portuguese	Tamil	11am
12pm	Maltese	Maltese	Maltese	Maltese	Armenian	Maltese	Sinhalese	12pm
1pm	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	1pm
2pm	Bosnian	Indonesian	Burmese	Romanian	Indonesian	Persian-Farsi	Ukranian	2pm
3pm	Hindi	Turkish	Turkish	Turkish	Turkish	Turkish	Turkish	3pm
4pm	Bengali	Ukrainian	Latvian	Ukrainian	Dari	Russian	Russian	4pm
5pm	Turkish	Lithuanian	Russian	Estonian	Bulgarian	Latvian	Finnish	5pm
6pm	Italian	Italian	Italian	Italian	Italian	Italian	Italian	6pm
7pm	Maltese	Turkish	Maltese	Arabic	Maltese	Arabic	Arabic	7pm
8pm	Romanian	German	Armenian	German	Assyrian	Thai	German	8pm
9pm	Portuguese	Thai	Portuguese	Punjabi	Dutch	Filipino	Czech	9pm
10pm	Spanish	Japanese	Spanish	Indonesian	Spanish	Kurdish	Slovak	10pm
11pm	Alchemy	Alchemy	Alchemy	Alchemy	African hour	Alchemy	Alchemy	11pm
12am	o/night music	o/night music	o/night music	o/night music	o/night music	o/night music	o/night music	12am

APPENDIX 11

SBS RADIO – LANGUAGES BROADCAST

LANGUAGE	NATIONAL NETWORK HOURS/WEEK	MELBOURNE HOURS/WEEK	SYDNEY HOURS/WEEK	LANGUAGE	NATIONAL NETWORK HOURS/WEEK	MELBOURNE HOURS/WEEK	SYDNEY HOURS/WEEK
Aboriginal	2	3	3	Khmer	1	4	4
African	1	1	1	Korean	1	2	4
Albanian	0	2	1	Kurdish	0	1	1
Arabic	3	9	14	Laotian	1	2	2
Armenian	1	2	3	Latvian	1	2	2
Assyrian	0	1	1	Lithuanian	1	1	1
Belarusian	0	0	1	Macedonian	2	6	5
Bengali	0	1	1	Maltese	2	9	6
Bosnian	0	1	1	Mandarin	3	6	6
Bulgarian	0	1	0	Maori	1	1	1
Burmese	1	1	1	Norwegian	0	1	1
Cantonese	4	8	8	Polish	4	8	7
Cook Is. Maori	0	1	1	Portuguese	3	5	5
Croatian	2	5	5	Punjabi	0	1	1
Czech	1	1	2	Romanian	1	2	1
Danish	1	1	1	Russian	3	5	5
Dari	1	1	1	Samoan	0	1	1
Dutch	3	4	4	Serbian	2	5	5
Estonian	1	1	1	Sinhalese	1	1	1
Farsi	1	1	1	Slovak	1	1	1
Fijian	0	1	1	Slovenian	1	2	2
Filipino	3	5	5	Spanish	4	10	10
French	3	5	5	Swedish	1	1	1
Gaelic-Irish	1	1	1	Tamil	1	1	1
Gaelic-Scottish	1	1	1	Thai	1	2	2
German	4	9	6	Tongan	1	1	2
Greek	7	14	14	Turkish	2	8	7
Gujarati	0	0	1	Ukrainian	1	3	3
Hebrew	2	3	3	Urdu	1	1	1
Hindi	1	2	2	Vietnamese	7	14	14
Hungarian	2	4	3	Welsh	1	1	1
Indonesian	2	3	3	Yiddish	1	3	3
Italian	7	14	14	Multicultural	18	18	18
Japanese	1	1	1	TOTAL	126	238	238
Kannada	0	0	1				

APPENDIX 12

SBS TELEVISION SPONSORS 2000-01

SPONSORED PROGRAMS	SPONSORS	SPONSORED PROGRAMS	SPONSORS
AS IT HAPPENED	Asko	ALCESTE - OPERA	_____
MASTERPIECE		OPERA (VARIOUS)	_____
- VAN GOGH FAKES	Australian Greenhouse Office	WORLD CUP QUALIFIER	MasterCard
TRANSAMBIENT	Bacardi	THE MOVIE SHOW	Mazda
PIZZA	_____	THE MOVIE SHOW REPEAT	_____
WORLD CUP POLO 2001	BMW	ENGLISH FA CUP FINAL	McDonald's
SOUTH PARK	Bob Jane T-Mart	ENGLISH FA CUP FINAL REPLAY	_____
OASIS - LIVE AT WEMBLEY	Bonlac	UEFA CUP FINAL LIVE	_____
NEW YEAR'S DAY SPECIAL	BT Financial	UEFA CUP FINAL REPLAY	_____
2001 NFL SUPERBOWL	Buena Vista International	ETHNIC BUSINESS AWARDS	National Australia Bank
MUM'S THE WORD	Carter Holt Harvey	A FORK IN ASIA	Qantas
GOING HOME	CityRail	THE MOVIE SHOW REPEAT	Rothschild
GOING HOME REPEAT	_____	THE CUTTING EDGE	_____
SOUTH PARK	Columbia Tristar	FRONT UP	_____
CORPORATE SPONSOR		AS IT HAPPENED	_____
- ALL SBS PROGRAMMING	Commonwealth Bank	FOURTEEN UP SERIES	See Australia
WALKLEY AWARDS	_____	SECRETS OF THE ANCIENTS	Singapore Airlines
EMPIRES: NAPOLEON	_____	2001 NFL SUPERBOWL	Sony Music
ENGLISH FA CUP FINAL	_____	CORPORATE SPONSOR	
ENGLISH FA CUP FINAL REPLAY	_____	- ALL SBS PROGRAMMING	Star Alliance
2001 NFL SUPERBOWL	_____	WORLD CUP QUALIFIER	St George Bank
THE NATURE OF THINGS	Continental Tyres	GAME PARK	Telstra
100 IMAGES OF THE 20TH CENTURY	C.R. Kennedy	SECRETS OF THE ANCIENTS	_____
MASTERPIECE	Dairy Farmers	ENGLISH FA CUP FINAL	_____
ABOUT US	_____	ENGLISH FA CUP FINAL REPLAY	_____
SOUTH PARK	Department of Defence	UEFA CUP FINAL LIVE	_____
SBS YOUTH ORCHESTRA	Epson	UEFA CUP FINAL REPLAY	_____
DOCUMENTARIES	_____	EUROPEAN CHAMPIONSHIP LEAGUE FINALS	_____
EUROVISION SONG CONTEST	Excite.com.au	SCOTTISH FA CUP FINAL	_____
RICKY MARTIN SPECIAL	Ford	WORLD CUP QUALIFIER	_____
WALKLEY AWARDS	Freedom Furniture	TOYOTA WORLD SPORTS	Toyota
WORLD CUP QUALIFIER	Hyundai	WALKLEY AWARDS	_____
WALKLEY AWARDS	IBM	CULT MOVIE	_____
THREE COLOURS TRILOGY	_____	ENGLISH FA CUP FINAL	_____
ENGLISH FA CUP FINAL	_____	ENGLISH FA CUP FINAL REPLAY	_____
ENGLISH FA CUP FINAL REPLAY	_____	WORLD CUP QUALIFIER	_____
SPEED WEEK	Independent Tyres	TOUR DE FRANCE	_____
WORLD CUP QUALIFIER	International Entertainment Corporation	SPEEDWEEK	Tyres 4U
CINEMA CLASSIC	John Fairfax & Sons	COMEDY	United Airlines
MOVIE OF THE WEEK	_____	DOCUMENTARIES	_____
NIGHTLY MOVIE	_____	WINE LOVERS GUIDE	_____
CULT MOVIE	_____	EMPIRES - ISLAM	Volvo
CINEMA CLASSICS	_____	WESTERN UNION WORLD FOOTBALL	Western Union
ON THE BALL	Laiiki Bank	EUROPEAN CHAMPIONSHIP LEAGUE FINALS	_____
OPERA - LA BOHEME (ARTS ON SATURDAY)	Lexus	ENGLISH FA CUP FINAL	_____
OPERA - DIE FLEDERMAUS	_____	ENGLISH FA CUP FINAL REPLAY	_____
BONDI BANQUET	_____	PREMIER LEAGUE	_____
FORK IN ASIA	_____	SCOTTISH FA CUP FINAL	_____
DON GIOVANNI	_____	EUROVISION SONG CONTEST	Woolworths/Safeway
ARTS ON SATURDAY	_____		
ROSA - HORSE DRAMA	_____		

APPENDIX 13

SBS TELEVISION ADVERTISERS 2000-01

20th Century Fox	Dairy Farmers	Lexus	Rombert Stage Company
AAPT	David Boyd Art Exhibition	LG Electronics	Rositano Furniture
ABN Amro	David Jones	Liberal/National Coalition (Qld)	Rothschild Australia
Accenture	Dendy Cinemas	Lion Nathan	See Australia
Air New Zealand	Double D	Manassen Foods	Siemens
American Express	Dyson Appliances	MasterCard	Simplot
Amnesty International	EMI	Mazda	Singapore Airlines
AMP	Energy Australia	MBF	SmithKline Beecham
Ansett	Epson	McDonald's	Sony Music
ANZ Bank	E-Star	Medibank Private	St. George Bank
Ashley & Martin	Excite@Home Australia	Menora Foods	St. Vincent de Paul Society
Asko Appliances	Fairfax	Merrill Lynch	Stanwell Corporation
Aust. Chamber Orchestra	Federal Express	Mildara Blass	Star Alliance
Australian Dairy Corporation	Festival Mushroom Records	Millmaine Entertainment	Suncorp Metway
Australian Sports Tours	Fisher & Paykel	Mitsubishi Motors	Swift & Moore
AXA	Ford	Motorola	Taisho
Bacardi	Foxtel	MYOB	Telemall
Big Colour Pages	Freedom Furniture	MYSAP.COM	Telstra
BMW Australia	Frucor	National Australia Bank	Texas Utilities
Bob Jane T-Mart	Fujitsu	National Foods	The Australian newspaper
Bonlac	GE Lighting	Nissan	TMP Worldwide
Boots	Glaxo SmithKline	Nokia	Toyota
Brown Bros	Herald-Sun Newspapers	NRMA	Tyres4U
BT Financial Group	Hertz	NSW Government	Unifoods
Buena Vista	Holden	Officeworks	United Airlines
Bulmers Australia	Honda	Parfums Christian Dior	United International Pictures
C&W Optus	HSBC	Paul's Limited	Universal Music
Canon	Hyundai	Peakhour.com.au	Valvoline
Carter Holt Harvey	IBM	Perpetual Trustees	Victorian Government
Castrol	Industry Super Fund	Pfizer	Visa International
Cathay Pacific	ING	Pharmacia and Upjohn	Vodafone
Coca-Cola	Interim Technology	Philips	Volvo
Coles Supermarkets	International Concert	Procter & Gamble	WA Government
Colonial First State	Attraction	Qantas	Warner Music
Colossal Records	Inter'l Entertainment Co.	Queensland Government	Wendy's
Columbia Tristar	International Soccer Expo	Quicken	Western Union
Commonwealth Bank	Janome	RACQ	Westpac
Commonwealth Government	Johnson & Johnson	Rebel Sport	Woolmark
Compaq Computers	L.J.Hooker	Reckitt Benckiser	Woolworths
Continental Tyres	Laiki Bank	Renault	World Vision
Coombe International	Leggos	REP Films	YourProsperity.com.au
Daikin	Levi's	Roadshow Entertainment	Zurich

APPENDIX 14

SBS RADIO ADVERTISERS 2000-01

3MP

A Maximum Security Shutters

ACCC

Accelerated Learning Worldwide

AIDS/HIV Multicultural Health

AIS Media

AKA Media

Alex Danko

Australian Multicultural Education Centre

Anti Cancer Council of Vic

Apple Communications Ltd

Arnotts

Asian Art Academy

Athys Jewellers

Australian Ballet, The

Australian Bureau of Statistics

Australian Greenhouse Office

Australian Iran Cultural & Arts Inst

Australian Quarantine Service

Australian Taxation Office

Bank of Cyprus

Bank of Valletta

Bankstown Community Health

Beograd Online

Break Even Southern

Brydens Law office

Byvan

C3 Marketing

Centre For Adult Education

Carnivale 2000

Catrina Mahony

CD Sports

Central Sydney Area Health

Centrelink

County Fire Authority

Channel 7 Melbourne

Clemenger Melbourne

Cody Opal

Commonwealth Dept of Education, Training & Youth

Commonwealth Dept. of Health and Aged Care

Commonwealth Dept. Agriculture, Fisheries & Forestry

Crime Stoppers Victoria

CTM Tiles

Cultural Perspectives

David Campbell Productions

Dept. of Human Services

Dept. Premier & Cabinet

Diabetes Australia

Digiplus

Digital Image

Dimitri Kassionis

Easter Show

Easy School Pty Ltd

Edis Lipsys

EMD Multicultural Marketing

Energy & Water Ombudsman

Environment Protection Authority

Essential Media Communications

Ethnic Communications

EZ-Tel Communications

Filpure Water Filtration Systems

Financial & Consumer Rights Council

Fox Video

Francis Agency

Golden Turkish Directory

Grace Australian Mission

Graduate Institute For Further Education

Gulf Air

Gyuto Monks

Health Insurance Commission H.I.C.

Homeworkers Code of Practice

HSBC Bank Malta

Hyundai Cars

I&G Media

Immigrant Women's Health

Interlink Media

Isis Broadcast Media Pty Ltd

Job Network

John Bevins Pty Ltd

John Fairfax Corriere della Sera

Joseph Passi

JV Hi Fi Mobile Phone

Kelly Communications

Ken Coaching College

Kestrel Film and Television Pty Ltd

L&T Trading

APPENDIX 14 (CONTINUED)

Laiki Bank	Puma Press
Le Quyen Smash Repairs	Regaine Hair Restorer
Leeds Media	ResCom Mortgages
LOTE Marketing	Roads and Traffic Authority
Mavi Advertising	Roshans Fashions
McClure Multi Media Pty Ltd	Royal Vic Eye & Ear Hospital
Mortgage Choice	S.O.C.O.G.
Muslim Community Credit Union	Salvation Army – Employment Plus
National Trust	Samuelson Talbot NSW
Nemesis International Travel Agency	Saveta Urosevic
Neopurple	Scenic Sound Pty Ltd T/A Meltzer Prod
NRMA	Schlomo Ben Haiem
NSW Dept. of Local Government	Smith Kline Beecham
NSW Dept of Ageing & Disability	Soundtracks International
NSW Dept of Education	Southern Star Reception
NSW Dept of Fair Trading	SRG Absolute Marketing
NSW Dept of Health	Starcom
NSW Drug & Alcohol Multicultural Education Centre	SW Sydney Area Health
NSW Environment	Sydney Opera House
Protection Agency	T&L Advertising
NSW Government	Telstra
Advertising Agency	Thomas Cook Ltd
NSW Land & Water Conservation	Tourism NSW
NSW Legal Aid	Ultimate Shutter
NSW Multicultural Health Communication Service	UNSW Institute of Languages
NSW Office of State Revenue	Vic Ethnic Small Business Assoc
NSW Police	Victoria Office Of Multicultural Affairs
NSW TAFE	Vietnamese & Chinese Business Guide
Olympic Coordination Authority	Visual Purple
Optimedia Australia	Vo Hung
Optimedia Pty Ltd	VSDC Inc
Overseas Qualifications Unit – DEET	West Street Productions No 7 P/L
Orbis Express	Western Union
Oriental Merchants	Whybin TBWA
Olympics Roads Transport Authority	Worawa Aboriginal College
Paddy's Markets	World Kitchen
Patrick McCauley	Zenith Media
Protea Textware	

APPENDIX 15

SBS COMMUNITY ADVISORY COMMITTEE

MR VICTOR HAMIT B.Ec. LLB (Victoria). Chairman from February 1999. Born in Australia of Albanian background, Mr Hamit works as a partner in a legal firm and has been a member of Albanian community groups for more than 15 years.

MS AYSE ALPANDINAR (Victoria) Born in Turkey, Ms Alpandinar has a Bachelor of Arts, Diploma in Education, and Diploma in TESOL. She is actively involved in the arts and cultural organisations of the Turkish community.

MR SANTO CASELLA (Queensland). Born in Italy, Mr Casella has an Arts Degree from Queensland University. He is a visual artist who helped establish the Brisbane Ethnic Music and Arts Centre (BEMAC) in 1986 while he was Multicultural Arts Officer with the ECC of Queensland. He is currently BEMAC's vice-president.

DIANNE COX (NSW) Born in Australia, Ms Cox has had a long and distinguished career in education. She holds a degree in education and drama, and is principal of Belmont North Public School. The parent of two adopted Korean children, Ms Cox has worked with children from many diverse cultures and has participated in school committees with a strong focus on Aboriginal culture.

MS BEATRICE JOUY-BOTTE (Queensland). Born in France, Ms Jouy-Botte holds a degree in German and a Bachelor of Education. She teaches German and is a district coordinator of language teachers, member of the Modern Language Teacher's Association and member of French-Australian Association in Queensland.

MR LY LE (SA) Born in Vietnam. Mr Le has a Graduate Diploma in Teaching English to Speakers of Other Languages from the University of South Australia and a Master of Education from Deakin University, Victoria. He is an educator, counsellor and advocate for multicultural Australia.

ALLEN MADDEN (NSW). Mr Madden is a direct descendent of the Gadigal clan of Eora Land, Sydney. He is the Sites and Cultural Education Officer of the Metropolitan Local Aboriginal Land Council and has had a long career in indigenous services, including Welfare Officer for the Aboriginal Children's Services, Field Officer for Aboriginal Legal Services, Employment Officer NCAP Aboriginal Dance Theatre, and Field Officer for Aboriginal Medical Services.

MS GENOVEVA MEDWELL OAM (Northern Territory). Born in the Philippines, Ms Medwell has a Bachelor of Science in Business Administration (Management). She has worked in the Premier and Cabinet departments of Victoria as Assistant Secretary of the Ethnic Affairs Unit and as Head of the NT Ethnic Affairs Unit.

MR RUSSELL RAYMOND OAM (Western Australia). Born in Sri Lanka, Mr Raymond is a senior journalist in Perth who is actively involved with the North Perth Migrant Resource Centre, the Sri Lanka Ceylon Association, and the Ethnic Communities Council of WA. (FECCA nominee – national)

DR ERIC TSUI (NSW) came to Australia as an overseas student and is now a principal consultant responsible for all aspects of industry-academic cooperation such as course design, collaborative research and conference sponsorships. He has PhD and MBA qualifications and holds honorary positions at Sydney University and the University of Technology, Sydney.

MR MICHAEL ZORBAS (Australian Capital Territory). Born in Australia of diverse heritage, Mr Zorbas works as an adviser in the property industry. He has considerable interest in, and experience of, issues affecting youth and is a member of the Federal Government's National Youth Roundtable.

During the year, Dr Samer Akkach, Ms Leonie Dickson and Ms Lucia Da Rocha Tavares-Johns completed their terms as members of the Committee.

APPENDIX 16

AWARDS – TELEVISION AND RADIO 2000–01

FILM AND TELEVISION

Australian Film Institute Awards

Best Short Fiction Film – CONFESSIONS OF A HEADHUNTER

Best Direction in a Documentary – THE DIPLOMAT

Best Documentary – THE DIPLOMAT

Best Young Actor – Kane McNae – MALLBOY

Best Short Animation – BROTHER

Best Screenplay in a Short Film – BROTHER

Walkley Awards

Gold Walkley – MARK DAVIS, BLOOD MONEY

Excellence in TV Journalism – Current Affairs – MATTHEW CARNEY, SIERRA LEONE: THE COST OF PEACE

Excellence in TV Journalism – International – PETER CHARLEY & JUNG-EUN KIM, ON LIFE'S BORDER:
THE STRUGGLE OF NORTH KOREA'S REFUGEES

Excellence in TV Journalism – N/CAFF – TERRY CARLYON, DEATH IN THE FAMILY

Logie Award

Most Outstanding Documentary – A DEATH IN THE FAMILY

ATOM Awards Australia

Best Short Fiction – DUST

Best Short Form Documentary – ISLANDS

Best Indigenous Resources – REMEMBERING COUNTRY

Best Documentary – ORIENTATIONS: CHRISTOPHER DOYLE: STIRRED NOT SHAKEN

High Commendation – BELINDA HAWKINS, NOT IN MY BACKYARD

Australian Film Critics Circle Awards

Best Short Film – BROTHER

Brisbane International Film Festival

National Award and People's Prize – WHINGIN' BASTARD

Comedy Channel Film Festival Victoria

Best Film – BROTHER

Dendy Awards

Community Relations Commission of NSW Award – THE LAST PECHENUIK

Best Fiction over 15 Minutes – SPARKY D COMES TO TOWN

Best Documentary – SECRET SAFARI

Film Critics Circle Awards

Best Original Script – FEELING SEXY

Best Documentary – SADNESS

Flickerfest Film Festival

Best Film – ROAD

Best Direction – ROAD

Best Cinematographer – ROAD

if Awards Australia

Best Screenplay – PILBARA PEARL

Independent Filmmakers Awards 2000

Best Documentary – CHASING BUDDHA

St Kilda Festival

Best Animation – BAD BABY AMY

Best Short Film – DEAR BERT

Best Achievement in Original Screenplay – DELIVERY DAY

Best New Director – ROAD

Best Short Drama – SATURN'S RETURN

Best Short Film – SPARKY D COMES TO TOWN

Best Achievement in Video – SPARKY D COMES TO TOWN

Best Editing – SPARKY D COMES TO TOWN

Real: Life on Film Festival

Best Documentary – CRY FROM THE HEART

Open Channel Award

Excellence in Documentary Filmmaking – ISLANDS

Australian Cinematography Society

Documentary Award – A DEATH IN THE FAMILY

Gold Award – TV Magazine – PHIL HANKIN, A FORK IN THE ROAD

Silver Award – Current Affairs – PETER TULLOCH, BRAZIL LAND WAR

Silver Award – Documentary – KY CHEUNG, A FORK IN ASIA

Australian Effects and Animation Festival

Best Short Film – WHINGIN' BASTARD

Ethnic Affairs Commission

Highly Commended Award – UNCLE CHATZEL

Melbourne Press Club Quill Awards

RACV Transport Quill Award – BELINDA HAWKINS, SWEATSHOP ON WHEELS

High Commendation – BELINDA HAWKINS, TAKING UP THE FIGHT

UN Association of Australia Media Peace Award

Women's Rights and Issues – LEAST SAID SOONEST MENDED

Environmental Issues – RIVER OF DREAMS

Victoria Law Foundation

Television Current Affairs – INSIGHT STORY ON THE JUDICIARY

Western Australian Screen Awards

Outstanding Achievement – Documentary – LAND OF THE LITTLE KINGS

Best Documentary – OPERATION FEATHERGRINDER

Outstanding Achievement – Drama – PERFECT PALE BLUE

World Environment Day

Best Documentary – RIVER OF DREAMS

Human Rights Award for Television – LAND OF THE LITTLE KINGS

Athletics Australia

Continued Excellence in News Coverage of Track and Field – TOYOTA WORLD SPORTS

INTERNATIONAL AWARDS**USA International Film and Video Festival**

Award for Creative Excellence – STARTING FROM ZERO

Toronto Reel Asian International Film Festival – SHYBRID LIFE: DELIVERY DAY**50th International Berlin Film Festival**

Teddy Award – CHRISSY

Chicago International Film and Video Festival

Award for Creative Excellence – GRANDFATHERS AND REVOLUTIONS

Silver Plaque Award – PARADISE BENT

Certificate of Excellence – STARTING FROM ZERO

Chicago International Television Competition

Certificate of Merit – COOKING WITH FRANK

Columbus International Film and Video Festival

Honourable Mention – UNCLE CHATZEL

Cork International Film Festival, Ireland

Best Short Film – BROTHER

Creteil Women's Film Festival, France

Journalist Women Association Prize – STOLEN GENERATIONS

Festival International du Film Independent Brussels

Grand Prix – GRANDFATHERS AND REVOLUTIONS

Hawaiian Film Festival

Most Popular Documentary – BURIED COUNTRY

Heartland Film Festival, USA

Grand Prize – GRANDFATHERS AND REVOLUTIONS

Crystal Heart Award – GRANDFATHERS AND REVOLUTIONS

Krakow International Documentary Festival

3rd Prize Best Documentary – GRANDFATHERS AND REVOLUTIONS

Okomedia International – Freiburg, Germany

Environment Award – SINCE THE COMPANY CAME

One World International Human Rights Film Festival

Rudolf Vrba Award – THE DIPLOMAT

Parnu International Documentary Festival

Best Documentary – GRANDFATHERS AND REVOLUTIONS

Golden Gate Awards San Francisco International Film Festival

Nominated for International Emmy Award – STOLEN GENERATIONS

Certificate of Merit – Shorts for Kids – WEE JIMMY

San Francisco International Lesbian and Gay Film Festival

HYBRID LIFE: SATURN'S RETURN

Silver Images Film Festival, Chicago

Best Foreign Documentary – SECRET SAFARI

RADIO AWARDS**Austcare Media Awards**

Best Radio Report – BRIAN ABBOTT, RELUCTANT REFUGEE HAVEN

Italian-Australian Woman of the Year – LUISA PERUGINI

New York Festivals – Human Relations (Radio)

Bronze Medal – RECONCILIATION DAY MARCH

NSW Law Society

Best Radio Feature – ANNABEL COTTON, MANDATORY SENTENCING

Older People Speak Out

Finalist – BRIAN ABBOTT, WAKE UP CALL – NANCY WAKE

UN Association of Australia Peace Media Awards

Best Radio Report 2000 – SALLY SPALDING, MAKING THE PEACE IN DAREBIN

UN World Environment Day Media Award

Best Radio Award – Winner – PHILIPPE TANGUY

– Runner Up – CATHY HARPER

United Nations Association of Australia

Finalist – BRIAN ABBOTT, RELUCTANT REFUGEE HAVEN

Walkley Awards

Highly Commended – MARK HENDERSON, RADIO NEWS

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